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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEORGE W. BROWN & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XX.

NEW

SEPTEMBER 8, 1897.

No. 10.

(66) New Hampshire State Library



THE RECORD'S GROWTH
 Publishers' Circular, September
 Shows that the Record has
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 The Record's growth
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Circulation of "The Record" in 1896-1897.

Month	1896	1897
Jan	10,000	12,000
Feb	11,000	13,000
Mar	12,000	14,000
Apr	13,000	15,000
May	14,000	16,000
Jun	15,000	17,000
Jul	16,000	18,000
Aug	17,000	19,000
Sep	18,000	20,000
Oct	19,000	21,000
Nov	20,000	22,000
Dec	21,000	23,000
Total	180,000	210,000



Attractive Features:

1,600 local family papers.

Located in the New England, Middle and Atlantic Slope States.

Reach weekly one-sixth of all the country readers of the United States.

One order, one electro does the business.

Half a cent a line a paper for transient advertising.

Quarter of a cent if 1,000 lines are engaged.

ATLANTIC COAST LISTS,

*Catalogue for
the asking.*

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XX.

NEW YORK, SEPTEMBER 8, 1897.

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THE NAME MARKET.

By S. E. Leith.

Probably very few people have any idea of what an extensive enterprise the buying and selling of letters to be used by publishers and mail-order dealers really is. There are about 100 publications in the United States which depend upon this name exchange for their circulation. The combined circulation of the ten leading papers in this class amounts to over 6,000,000 copies per month, while none have less than 20,000. The circulation of the 100 papers is estimated as being about 12,000,000 per month, or twelve times that per year. It is generally admitted that not over 15 per cent of all this circulation is actual "paid subscriptions." For the remaining 85 per cent the letter market is depended upon.

These papers are all printed in English, and consequently do not go very extensively to the large foreign population; the names of people living in or near large cities are not desirable. Taking these two elements out of the population of the United States, together with those who are too old, too young, too ignorant or too poor to read and answer advertisements, there really are not more than about 10,000,000 names to be secured which would be desirable for this purpose. In consideration of these facts, it can readily be seen how the circulation managers of these papers must work to keep their circulation fresh, and what an immense amount of duplication must be necessary each month.

An advertiser who has placed full-page advertisements in many of these papers states that he had much better returns when he used as many of them as he wanted in one month than he did when he used one or two papers each month. By using all of these papers in one month he was sure of getting separate lists, as far as possible, while in using a few papers each month he might possibly get the same list each time. He explains as follows: A., B. and C. are publishers of mail-order pa-

pers of the same general style and character. D. has done some advertising, and in response thereto has received 50,000 letters. He rents these letters to A. one month, and takes space in his paper in payment for them. The next month B. gets them for a little less, and the third month C. gets them on the same basis. If by chance an advertiser happens to follow this list by being in these papers during this three months he will not be satisfied with the returns. Had he used all three papers in the one month he would have had a better chance.

Mr. E. C. Allen, late of Augusta, Me., and formerly owner and publisher of what is now known as *Lane's List*, was the only publisher of a "mail-order" paper ever known to systematically index every name to which he sent the papers, and so avoid duplication as nearly as possible. It cost a lot of money to do this each month, but it made the papers the best paying mediums of this class, and the increase in advertising orders more than made up the amount.

On the names purchased depends the paying qualities of these papers. When the names are fresh and all right the circulation is good, and pays advertisers. When the names are wrong everything is wrong. The most important work on a mail-order paper is the buying of the names to be used for circulation. There are few men who could be depended upon to secure half a million per month and get them just right. They must not come from large cities; must not be in answer to an advertisement of too high or too poor a class; must not be too old as to dates. They must not be duplicates, and a man must be able to judge from their appearance as to how many times they have been used, if at all.

Many large users of names have adopted a system of marking each letter they copy in some way, so that the next party asked to rent it will know that it has been used, but in some cases the owner will rent them

for a little less if no mark of any kind is put on them. So much fraud has been resorted to in name dealing that a copied list is almost valueless now. No one is willing to trust to its being genuine. Nothing will do but the original letter, signed and dated, and in some cases it is desired that they be in the original envelopes.

The value of these letters depends entirely upon how advertising is paying in general. If replies to advertising are plentiful, then the market is flooded with letters, and they are cheaper than they are when advertising does not pay so well and names are scarce. Then the value of letters depends upon the nature of the advertising. If it offers something free, the letters are not worth much, while the more money the letters bring in, the greater their value. Letters which actually contain an order are worth double what letters of inquiries are. Postal cards received in response to advertising are of little value, as a rule.

Letters may be of great value to some and worthless to others. Mr. E. P. Worthington, who advertises embroidery patterns and designs, states that he can sell all his names to Brainard & Armstrong, who manufacture embroidery silks, at \$20 per thousand. A copy of these letters might be worth \$3 per thousand to a person selling an article for women's use, but would not pay postage if used to sell a revolver.

Before buying a large quantity of names, some buyers will take one thousand and test them. The Parilla Drug Co., of 52 West Thirtieth street, New York, do this with every lot of names they secure. It takes about ten days to make a thorough test, and they find it very profitable and satisfactory.

Mr. H. W. Beecher, who is perhaps the best authority on such matters, states that if a law were passed prohibiting the sale of letters, three-quarters of the mail order people would have to go out of business, for no papers pay so well for this class of advertising as do the sample copy ones. He claims that papers having a steady and paid circulation will pay well on a watch advertisement for three or four insertions, but the returns after that would be less than the cost, while the same advertisement could stand in a good sample-copy paper for a year.

In PRINTERS' INK for July 7 Mr. Congdon states that the Lydia E. Pinkham names would be the most

valuable collection a man could buy. I doubt this being so, for the advertisements of this firm are so wide in their scope, and their treatment covers such a multitude of human ailments that hardly a woman can read them without feeling that she is a sufferer, and the natural result is that a momentary curiosity to know what the treatment really is incites many of these letters, and they are practically worthless after written. The names of a firm like the Chichester Chemical Co., or Wilcox Specific Co., of Philadelphia, who advertise a remedy for one ailment, are undoubtedly of more value. The name of a person who writes to see what the response will be can not be so valuable as that of a person who knows what she will receive, and writes because she wants it.

It is a fact not generally known that life insurance companies could furnish the most valuable list of names that a medical house could get. Thousands of men and women are refused a policy each year on account of some physical weakness or disease. They would be pretty sure customers if medical houses could get their names, with the reason for their having been refused a policy. An advertiser who was lucky enough to get a list containing 140 names of men of this kind from a Western insurance company asserts that he sold either a ten or fifteen-dollar treatment to 112 out of the 140. It is hardly possible that any other class or list of names could equal this result. It is doubtful if the insurance companies would be willing to sell such a list of names. Mr. C. S. Zimmerman, a well-known letter broker of New York and Chicago, states that the Cook Remedy Co., of Chicago, have a list of names for which he would be willing to pay five dollars each. He knows of a Wall street firm who sold 650 names of people who had done business with them, and who had money to invest, for \$5,000, and of a woman in Brooklyn who sold a list of 35,000 names to the greatest "green goods" man the country has ever known for \$50,000. Prices like these could hardly be paid for any list such as "Lydia E. Pinkham's."

Mr. Congdon asserts that Mr. F. C. Fowler will pay \$20 per thousand for good names, and that he does little other advertising. Both E. Duncan Sniffin and J. F. Phillips have done as much as \$100,000 per year in newspaper advertising for Mr. Fowler, and

for several years. Mr. C. E. Bailey, of 113 West Thirty-first street, who is credited with being the largest letter broker in the business to-day, states that he has a contract with Mr. Courtney, of the Erie Medical Company, to furnish him with all the medical names he can get of that class at \$25 per thousand for first copy, and this company is doing more advertising at the present time than ever before. Good letters may be used in connection with newspaper advertising, but they are never so successful when used without it.

Mr. Congdon also predicts what the sad fate of some managers would be if department stores should discover the possibilities of the letter and list plan. Mr. Phillips, who manages this department for Mahler Bros., of Sixth avenue, asserts that all the large stores doing a mail-order trade are now buying names, but that they can not get such names as they want. People having such a list as would be profitable are loath to sell it to another house. There are plenty of names to be bought, but they are of the cheap class, and useless excepting for people wishing to sell ten and fifteen-cent articles. Nearly all the dry goods stores will buy all the good names they can get, and like to have them.

There is less risk in using names than there is in advertising, providing you can be sure of getting just the right kind, but no one has ever been able to discover how to do this as yet, and therefore advertising is still, and in all probability always will be, the most popular means of reaching the buying public.

ADS ON WAGONS.

Advertising wagons are a familiar sight to urban residents. The vehicles are driven slowly around, so that people may see the flaming announcements and the flashing lithographs exploited on their tall sides. Some time in the future delivery and other wagons in the service of enterprising merchants will all be advertising wagons. The mere firm name and business on the vehicles will be added to, and ads of the "he who runs may read" order will appear. Even now, wagons bearing other than the accepted form of announcements are to be seen with increasing frequency. On a coal wagon recently was a large placard, with "Now is the time to order your coal for the winter. Telephone us." A grocery had "Our prices keep us busy" painted in large letters on the side of its delivery wagon. The department stores usually herald their special sales on the wagons with card or streamer. A bicycle manufacturer had the invitation, "Come to talk 'wheel' to us," prominently displayed on his wagon's side.

C. E. SEVERN.

"DEPARTMENT" STORES IN BERLIN.

Not very long ago Berlin was puzzled over the successive failure of four mantle firms, carrying on business in the Kaiser's capital. The firms had all been in good standing and had a reputation for style and design. No dealings of a doubtful character were revealed, and the failures could only be accounted for by bad business. This seemed curious to the philosophic German, for the mantle trade in Berlin is, in its season, as lively as ever it was within the memory of this generation. The failures are explained by a German trade journalist. They are the result of the general extension of the large departmental establishments in the German cities and towns. The leviathan draper is gradually extinguishing the shopkeeper who only sells specialties, and in a little time there will be no room for the retailer who only sells hosiery or lingerie, or dresses, or mantles, or millinery. The shopkeeper of the future, with us as with the Germans, must cease to be a specialist, and turn his shop into a museum of miscellaneous merchandise. It is found in Berlin, as in London, that people will not visit half a dozen specialist shops when they can purchase everything they require at a mammoth establishment. In large cities the struggle of the retail shopkeeper will continue to be like that of a good man in adversity, and the result will be inevitable. The philosophic German journalist anticipates the total extinction of the small shopkeeper, and contemplates the period when we shall have nothing in the way of shopkeeping except the omnibus market places of the Whiteleys and the Wanamakers.—*Drapery World*.

WHAT DISPLAY MEANS.

Display means prominence. It doesn't mean prettiness, although sometimes prettiness is prominent. When an ad catches your eye, it is well displayed. If it stands out of the mass of ads, it is well displayed. The display lines may be set in French Clarendon—which is the ugliest type that ever was cast—and yet, if it is a prominent ad, that is proof positive that it is well displayed.—*Bates*.



MR. REID AND THE QUEEN.

SOME AUTHENTIC INFORMATION IN REGARD TO THE DINNER.

There continues to be a good deal of false information printed in the newspapers in regard to the subjects touched upon at the dinner which the Queen gave to Mr. Whitelaw Reid, editor of the New York *Tribune*. It is *Truth's* pleasure, as it is our duty, to lay before the public exactly what did take place on that important occasion.

Imprimis, Her Majesty begged Mr. Reid to help himself exactly as if he were at his own table at home. She hoped he would overlook the scantiness of the fare, but she had had so much trouble with servants of late that she had turned them out of doors, bag and baggage, and was doing the work herself. By way of putting Mr. Reid entirely at his ease, she asked him to reach out and help himself to the butter and pass it along.

The conversation then turned naturally and easily upon public matters of moment. For example, Her Majesty expressed deep regret that Mr. Reid had in his wisdom seen fit to suspend *Twinkles*. She had always admired *Twinkles* and praised the wonderful sagacity of Mr. Greeley in having founded the same.

Mr. Reid said that he himself was charmed and delighted with *Twinkles*. It was the favorite child of his brain. But the trouble lay in the fact that under the scintillating pens of himself and the *Tribune's* humorous editors it grew so uproariously funny that it was interfering with the business of the nation and the decorum of society. The public schools were thrown into convulsions and the most solemn and sedate persons were rupturing blood vessels and dropping dead. Vital statistics showed a tremendous increase in the numbers of persons who were being tickled to death, and the Government itself had instituted a search to learn the cause of the frightful mortality. Mr. Reid assured his imperial hostess that the *Tribune* was too patriotic a newspaper to lay a straw in the way of national progress.

"And so," concluded the editor, as he harpooned another carrot, "*Twinkles* had to be sacrificed."

The Queen was visibly affected by this noble action, and said that under the circumstances she would try to bear the heavy cross of getting along

without her favorite illustrated Sunday supplement. There was some small talk, some joking, quizzing and pleasantries, some light and airy persiflage "across the walnuts and the wine," but only the conversation relating to the late lamented *Twinkles* was of great international interest.—*Twinkles from Truth for August 21.*

ONE EFFECT OF ADVERTISING.

The business man who advertises, in his search for favorable points in his business to announce, soon gets into the habit of increasing the number of these favorable points. He becomes more courteous and accommodating to his customers. He learns to give them just as much for just as little money as he can. He gets into the habit of studying his customers' interests as well as his own. He unconsciously gets into the way of doing this in the little things as well as in the big. This—the self-educating effect—is one reason why advertising pays.



The other evening a bicycler was arrested for riding with lantern unlit.

He explained that his \$2 breeches had gone back on him, and he was returning as quietly as possible in the dark.

Fine \$10; breeches \$2—total \$12.

How much cheaper to have bought a good pair—our kind.

BREECHES, FANCY MIXTURES, REDUCED TO \$2.50; BLACK AND WHITE CHECKS TO \$5; COMPLETE SUITS TO \$3.
BROWN LINEN BREECHES, \$2.50; LINEN CRASH, \$2.25; WOOL CRASH, \$4.

ROGERS, PEET & Co.

Prince and Broadway,
Warren and Broadway,
Thirty-second and Broadway.

THE CIRCULATION
OF

The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the
Times and the *Tribune*.

The Sun's

CIRCULATION

has now for several months been
at the highest level it
has enjoyed in 15 years, or
since the period
in which it was the only 2-cent
newspaper printed in
New York.

ESTIMATING RETURNS.

He is a wise man who can tell, even approximately, what his returns will be from any particular advertisement. At the most it is but guesswork. Experience counts for little, because results are seldom duplicated in any particular. One thousand dollars spent in a certain territory may bring back \$5,000 at one time, and may fail to pay expenses at another. The shrewdest advertisers can not always guess when it is the right time, and the longer they are in the business the more puzzling it gets.

Advertising is very much like fishing, anyhow. You can bait your hook as you like, but you never know for certain when you are going to get a bite, how many fish you are going to land, or whether you will catch one at all. The stream in which you have formerly been successful may now be empty of fish, or the fish may be chary of your bait.

Estimating returns is figuring on an unknown quantity. You may be counting your chickens before they are hatched, or you may be underrating what the results will prove. It is not a question of averages. There is no basis to go by. Past results afford no key to present or future returns. The experiences of another are no indication what yours may be. Precedents are no guides.

And yet there are men who will make an appropriation for certain media in certain territory, and then affect to be able to figure on the approximate returns. Chance favors them in those few cases where they guess closely, because no other element but chance can influence the returns. A thousand unseen causes may help or hinder sales, and who can figure on the influence of unseen causes?

It is not possible to correctly estimate the possible profits or losses of an advertising campaign. The only thing to do is to trust to your goods, your mediums and your style of advertising. Do the best and most conscientious work of which you are capable, and then you may be sure that your efforts have been bent in the right direction. The results will depend upon two things: whether you have a meritorious article that is useful to the people, and whether you have convinced them in your advertising that it is worth the price you are asking them to pay for it.—*National Advertiser*.

DISCUSSION ON ADVERTISING.

The September issue of *Art in Advertising* contains a letter from an anonymous correspondent, which is worth reproduction and reading:

I noticed in your last issue a letter from a correspondent who complained of what he called the clatter and noise of advertising magazines, and I can remember the time when I entertained sentiments of the same kind. It appeared to me then that these publications were all at sea on the very subject they professed to understand and elucidate, but as my experience ripened and my own knowledge of the subject increased, I found that the conflicting opinions and methods advocated were as natural to advertising as they are to any subject which is in itself intricate and complicated, and, no doubt, your correspondent will arrive at the same conviction when he has graduated from the freshman class. In my own case I find that it is of great advantage to me to read the different magazines, and to make myself acquainted with the opposing views of the writers. They have a tendency, like storms, to clear the air and enable me all the more distinctly to map out my own plan and carry it into execution. The same law applies to advertising as to other questions. Discussion is necessary, and it is the only way to arrive at, or, more correctly speaking, to approximate the truth. The clash and noise of contending opinions bring out all the facts which are of value, and the practical man has no difficulty in finding the wheat and leaving the chaff to be blown away. Even the iteration and reiteration, of which your correspondent complains, have their uses, because there are thousands of the "small fry" who do not yet comprehend the so-called truisms of advertising, and if these men would only put them into practice, their advertisements would present a much more sensible appearance when printed, and help to create the impression in their locality that they know how to conduct a business, though small, in a business-like way. If your correspondent would reflect for a minute he would remember that many of the most successful advertisers are opposed to each other in their methods and matter, and these men are not deliberately throwing their money away. As an instance of this I may cite the fact that many advertisers are convinced of the uselessness of illustrations, while others would not think of putting out an advertisement without one. Surely, when men of practical experience take such widely differing views, there is a good reason why the magazines should conflict and make so much noise. It seems to me that any question of importance gives rise continually to opinions and ideas at variance with each other, but it is only by the bold and pertinacious expression of these that any definite and practical result is achieved. I hope the magazines will hammer away and make as much noise as they want to, for we have a good deal yet to learn, and I know of no better way of conducting this educational process than that which your correspondent rather unfairly ridicules. Let the good work go on, and let none of the writers on this practical question of advertising be discouraged. Your readers want to know all they can about it from every source, so I hope you will make your platform large enough to hold all the orators.

THE advertising of insurance would seem to be a good policy.

In the Financial District.

NEW YORK, August 20th, 1897.

Newsdealer R. JEWKES,
Pine and Nassau Streets, New York.

"THE NEW YORK TIMES is selling better this year than it ever did before. As a rule I always have to cut my papers down some during the summer months. THE TIMES, in place of falling off during the summer has picked up. It is, with one exception, the only one which has. The others have all fallen off in sales."

NEW YORK, August 20th, 1897.

Newsdealer MCBRIDE,
Manhattan Building, New York.

"THE NEW YORK TIMES was the only paper that did not fall off in sales this summer; in fact, I had to add on some TIMES, something I never did before in summer with any paper."

NEW YORK, August 20th, 1897.

Newsdealer DIBBLE,
Equitable Building, New York.

"Never had so good a sale of NEW YORK TIMES as I have at present. It is selling better than last year or any other time."

No New York morning newspaper is more carefully read by financiers and investors than THE NEW YORK TIMES. There is no more effective medium through which these important factors in the business world may be reached.

The New York Times.

"All the news that's fit to print."

A SCHEME MAN.

I talked with one of the most successful advertising scheme men the other day. He tells me that he never worked on a legitimate publication, and when I asked him to define what he meant by "legitimate publication," he said: "One that brings results to the advertiser." He has handled almost everything from a baseball score card to a charity ball programme. One of his specialties is the making up of pamphlets for conventions of various associations, and in these he places the ads of manufacturers and others whom he can interest, receiving therefor any price he can collect. "One page I sell to Jones & Co.," said he, "at \$100, and the next page I sell to Smith & Co., in the same line, for \$25. I make my graft to fit the concern from whom I solicit." I asked this gentleman whether he could secure an advertisement twice from the same concern. "Certainly," said he, "there is a certain list of people in every trade or profession who can be grafted by an adept manipulator of advertising schemes. We 'boys' even know the amount that each victim can be worked for." The schemer laid before me a pamphlet just prepared for the gathering of members of a well-known business association. It was well printed, contained many half-tone portraits, and every other page was advertising, with extra pages in the back. He explained to me that he first got photographs of two or three of the most prominent men in the organization, and agreed to insert them gratis; then he went to officials, past and present, of lesser importance and induced them to contribute \$10 to \$25 each. At the same time he called upon the manufacturers and wholesalers in the trade, and secured their advertisements.

"How many of these beautiful books did you claim to publish?" I asked.

"Ten thousand."

"And as a matter of fact, how many were printed?"

"Two thousand five hundred."

"How long have you been at work on this book?"

"Two months, and steady work, too."

"What is the total amount of the advertising herein represented?"

"A little less than \$3,000."

"And what will your expenses amount to?"

"Probably \$1,000, including printing, traveling expenses, etc."

"How does the business compare with that of former years?"

"It is not so good, comparatively," remarked my ingenious communicant, "and I ascribe it to the hard times rather than the theory that business men are becoming enlightened."—*Advertising Experience.*

AVOIDING TECHNICAL TERMS.

When a person enters your store and asks to see some article of merchandise, you make it a point to explain that article to him in language that he will understand. If, by chance, you use some technical term in your explanation, you find that your patron does not know exactly what you mean, and you immediately endeavor to explain that term in simple, straightforward English. You are often surprised to find that the public does not know the meaning of the most common technical phrases pertaining to your business. These phrases seem simple enough to you; you have seen and heard them so often that, so far as you are concerned, they are simple and easy. Yet you have learned by experience that to use them in conversation with a customer means that you shall stop and explain their meaning.

Why is it, then, you still persist in making use of them in your advertising? Do you not realize that instead of speaking to *one* patron in your advertising you are explaining your wares to hundreds of possible customers?

This is one of the most common errors made by retail advertisers. Because the technical terms of their respective trades are so well known to themselves they use them in speaking to the public, and expect the public to understand them. It is often the case that this mistake is made thoughtlessly. If you find it necessary to use a technical term, explain that term in such a way that the most stupid reader can understand it. Talk to the public in your ads as carefully as you explain to the patrons in your store.

CLARENCE F. CHATFIELD.

ADVERTISING TERM.



"THE AGRICULTURAL PRESS."



*The
San Francisco*

CALL

**SPEAKS
FOR ALL.**

ESTABLISHED 1856.

JOHN D. SPRECKELS,
PROPRIETOR.

A Great Newspaper

With a large circulation.

Recognized as the Family
Paper of the Pacific Coast.

A test of its advertising
columns will prove its value
to you.

Further information furnished gladly.
For advertising rates, address

D. M. FOLTZ, Eastern Manager,
34 Park Row, New York.

HUNDREDS OF MILLIONS OF MONEY
WILL SOON FLOW
INTO THE MIDDLE WEST
IN PAYMENT FOR ABUNDANT CROPS.

THE "MIDDLE WEST"
IS WHERE
1,500 WEEKLY NEWSPAPERS
FOUND ON THE
CHICAGO NEWSPAPER UNION LISTS
CIRCULATE.

NOW, JUST NOW, IS THE TIME TO
ADVERTISE.

CHICAGO NEWSPAPER UNION,
87-93 SO. JEFFERSON ST., 10 SPRUCE STREET,
CHICAGO, ILL. NEW YORK.

ADAMS & CO.'S ADVERTISING MANAGER.

HIS VIEWS IN RELATION TO PRESENT RETAIL ADVERTISING—HE NEVER USES MORNING PAPERS—DEPARTMENT STORE ADVERTISING CONSIDERED AND GAUGED.

Mr. James O'Flaherty manages the advertising of Adams & Co., one of the large department stores of the metropolis. As Mr. O'Flaherty is a man of ideas, a representative of PRINTERS' INK recently solicited permission to ask him a few questions, which, with their answers, are here set down:

"You use dailies altogether, Mr. O'Flaherty?"

"Yes, entirely. Not a penny of our appropriation goes in weeklies or monthlies, bill-posters or programmes of any sort. We confine ourselves to the evening and Sunday papers of this city."

"Why don't you use the morning papers?"

"We don't believe the morning papers reach the women as much as the evening. The principal readers of the morning papers are men on their way to business. On their way home after business hours they bring the evening papers home to their wives and families."

"In your estimation women do most of the department store shopping?"

"Women buy 90 per cent, probably more. They also buy a great many men's needs in underwear, neckwear and other lines of men's furnishings. The woman is the great shopper of the family."

"Which papers do you use the most?"

"The *Evening World*, *Journal*, *Sun*, *News* and *Mail* and *Express*, in the order just given. On Sundays we use the *World*, *Journal*, *Herald*, *Sun* and frequently the *Staats-Zeitung*."

"Why don't you use billboards?"

"For the reason that we think newspapers cover the field, as far as we go, completely. Owing to our buying and selling in large quantities we have new lots of items to offer every day, and the best method to offer items is through the newspapers."

"What are your methods of gathering and preparing advertising copy?"

"Every morning I have an interview with all of Adams & Co.'s department heads. I know what space I am to use in advance and after a confab with the buyers who have exceptional offerings to make, he gives me as many items as I think necessary for him to have. The buyer prepares these items. I carefully revise and rewrite them when necessary and illustrate, head-line and pass on the proofs of all the ads here in my office."

"How do you keep track of the great number of cuts you use, Mr. O'Flaherty?"

"When an original cut is made I have from it struck off as many matrices as there are papers likely to use it. The original is in my office should the matrice be mislaid. At very frequent intervals I call in all my cuts from all the newspaper offices, and by means of

a simple reference system I am able to keep track of all of them."

"What are the features below the surface in operating a department store advertising bureau which the public eye never sees?"

"There are several," answered Mr. O'Flaherty, reflectively. "One very important is the grading of ads according to the relative money-making powers of the departments. You may see a large ad given to cloaks and a small one given to handkerchiefs—that's because there's more money in cloaks than there is in handkerchiefs. Another is the generalship necessary in your relations with buyers and newspaper men in order to keep all



JAMES O'FLAHERTY.

things moving swiftly and smoothly. The pressure of the department heads for advertising space, the gauging of the proper proportion to be spent for advertising, add to the undercurrents of the advertising department."

Asked about the Wanamaker style, Mr. O'Flaherty said:

"I believe my methods of detailed descriptions, helped by illustrations and headings, are much better for popular trade than the colloquial style of Wanamaker's. In the first place, I can represent a larger variety of goods, thus making it more interesting to the women; in the next place, I try to describe the goods exactly as they are, without any unnecessary conversation, introductory or otherwise, which do not, in my belief, impress the popular mind as do type photos of the articles. Ours is a popular house which aims to draw trade from the masses. Yet I am a great admirer of the Wanamaker style, which, in some respects, is the cleverest on earth."

STUDYING THE POPULATION.

To achieve success in the retail trade of a large city it is necessary to study the population closely, says the *New York Journal*. A very wise man—M. Emile Zola—once said that the manager of a big retail store is like a showman. By that he meant that the up-to-date merchant knows what the people want, and has his hand on the public pulse just as much as the alert politician or the keen theatrical manager. Any dry goods man will admit that the late P. T. Barnum had within him the elements which make success in the modern retail trade of a large city. He was a keen student of human nature, advertised his attractions admirably and managed the details of his business smoothly and well.

Some wonderful successes have been scored by retail merchants in this city within the past twenty years, and every one of them has been largely due to careful study of the city's population. This has been no easy task, for within the period mentioned the character of our population has changed greatly, and the elements which compose it have shifted their locations often and radically. The central shopping districts have changed likewise, and the merchants have had to foresee the whims of the public to remain in the swim. Those who have failed to foretell the changes, both in

public taste as to goods and public liking as to thoroughfares, have fallen by the wayside, and a list of these wrecks would be much longer than the average person supposes.

Careful study of the methods pursued by the successful firms will demonstrate that each relies upon some individual characteristic for its trade. One addresses the public at large with extraordinarily low prices and guaranteed quality as its attractions. Another appeals with high-class service to a smaller number who object to crowds. Although competition has reduced profits to a minimum, there are some big stores that still realize fair prices on the bulk of their wares, relying upon their reputation for fine quality and exceptional facility in attending to the wants of customers. There is hardly an imaginable influence which the merchants do not exercise. The Puritan element is catered to by firms that give discounts to the clergy and contribute liberally to the churches. The kindly people who are interested in the welfare of the clerks and cash girls are appeased by firms that conform to their demands.

NEW TRICK TO DRAW TRADE.

On a street off one of the main thoroughfares a plainly clad young man stood gazing into the window of a shoeshop. A messenger boy, thinking the object of the young man's attention must be something worth seeing, stopped and gazed, too. The pair were joined by a clerk on his way to lunch, and presently quite a little crowd had swarmed up. There was nothing special to see, after all; just tiers of very commonplace shoes, with labels announcing their prices. As fast as the people in the crowd found that it wasn't one of those idiotic mechanical toy monkeys, or a live sparrow—the latter is a great curiosity in a window—they passed on. One or two, perhaps, went into the shop for further inspection of some pair of shoes that had caught their fancy.

The young man waited until the crowd had quite melted away. Then he strolled on to the next corner. A straggling group of men turned past him and toward the shoeshop. He overtook them and walked briskly ahead until he reached the window that seemed to attract him. There he stopped short and began to gaze at the shoes with an earnestness that was conspicuous. Every one of the crowd following paused to investigate the attraction. One of them went into the store to look further. The rest went on, the young man with them as far as the corner.

A dozen times an hour, all through that afternoon, was the performance repeated. At six o'clock the youth himself entered the store.

"Everything satisfactory, I hope?" he said to the well-dressed man near the door.

"Quite so. Come again to-morrow," was the answer. And the well-dressed individual handed the youth a large white coin.—*Chicago Times-Herald*.



You...

Will be convinced by investigation
That the Daily or Twice-a-Week

Spokane Spokesman- Review

Reaches the homes of all those with money
to spend within a radius of two hundred
miles of Spokane, Washington.

WET WEATHER ADVERTISING.

By Alan Daly.

The recent heavy and protracted rains have had a disastrous effect upon the shopping business. Indeed there are but few lines of trade that have not suffered from the lengthy visit of Jupiter Pluvius. Not only the stores but the hotels and summer resorts of all kinds have felt the influence of the wet weather. So have all the railroad and steamboat companies, express offices and other transportation firms. The depressing effect of the continued bad weather has been almost universally experienced in all branches of commerce, and yet, on the principle that "it is an ill wind that blows nobody good," there are doubtless some few lines of business that have reaped the harvest made by the rain.

Naturally enough, umbrella and macintosh manufacturers have been considerably elated over the patronage of St. Swithin, and so, also, have the makers of rubber boots and oil-skin garments. Shoe dealers have had a boom in their mail-order business, both for rubbers and dancing shoes, and stationers and book-sellers report that the demand for playing cards and other indoor games, for novels, books of travel, etc., received a great impetus. All of which goes to prove that some lines of business have been distinctly helped by the rainy weather, although the bulk of the storekeepers have suffered severely from the same.

Probably the most surprising thing in connection with the rainy spell was the withdrawal of many firms from the newspapers—chiefly dry goods houses and department stores. The excuse was that "there was nothing doing." "It was useless to advertise bargains when the weather prevented the women coming to see them." A little reflection, blended with the exercise of common sense, might have convinced these firms that if a woman ever read the lists of bargains she would certainly read them while forced to stay indoors with little to amuse herself. The rain, though lasting longer than usual, was merely a temporary annoyance, and during its downpour was just the time to be certain of getting a woman's attention, for she had little else to do but read, and the chances were that she would then study more closely what seemed like bargains, and where they were to be had. It was a good time in which

to sow the seed for future business, but a number of the biggest stores missed the opportunity and thought they were saving money by withdrawing ads as an "unnecessary expense."

The faith in continuous advertising is perhaps best exemplified in the practice of Rogers, Peet & Co., the New York clothiers. You never find their ad missing from the daily papers, rain or shine, holiday or any other time. Even if they have nothing to say but "We are closed to-day—glad to see you to-morrow, as usual," their ad appears in the paper—quite frequently when no other clothing ad is published at all. The other firms seem to argue: "What's the use of advertising on a holiday, when our store is closed and people are not in town?" The Rogers, Peet & Co idea runs: "What's the use of missing an ad, when the people will read the paper as usual, holiday or no holiday, and see our announcement in the paper when our competitors are out?"

It is the wet weather and holiday advertisers who get and keep the best and biggest trade, here and everywhere else. The determination not to allow the public to forget you, even for a single day, is one that the majority of the people appreciate.

AN OMISSION.

First Assistant (in *Daily Hustler* office)—It strikes me that the editor is becoming decidedly absent-minded.

Second Assistant—Why do you think so? First Assistant—Why, in that long article on the wonderful progress of mankind during the reign of Queen Victoria he never once mentioned the *Hustler*.—Puck.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE AMATEUR ATHLETE."

BROWNING, KING & CO.

A SHORT TALK WITH THE ADVERTISING MANAGER.

In connection with clothing, the name of Browning, King & Co. is as well known throughout the length and breadth of the land as that of any other firm now in active business existence. PRINTERS' INK's reporter recently made a call at the New York factory of the company, where all the clothing made and sold by the company is manufactured. He was courteously received by Mr. C. M. Fairbanks, the advertising manager. Mr. Fairbanks is also the editor of *Browning, King & Co.'s Illustrated Monthly*, and was formerly with the New York *Sun* for many years.

"I have called, Mr. Fairbanks, to find out what I can about your advertising."

"Fire away."

"What mediums do you employ?"

"Only two to any extent—the daily papers and our own monthly. Whatever else we may go into is only occasional."

"How about the religious press, the literary papers, the trade journals, magazines, reviews or humorous periodicals?"

"We don't go into any of them. On general principles we confine ourselves, as I have told you, to the two mediums named. As to humorous periodicals, our own is certainly not inferior to any published."

"You claim to employ the daily papers, Mr. Fairbanks, but I must confess that though I am a close observer I don't often see your announcement in the New York dailies."

"Perfectly true; but you must remember that our business in New York city is a detail; not at all commensurate with what we do elsewhere. The fact is, we have no general store on Manhattan Island, our Harlem branch doing a business that is local to the

upper part of the city. We do, nevertheless, advertise occasionally in some of the New York papers—the *Sun*, the *Journal*, the *Evening Journal* and *Evening World*, but this is for the benefit of our Harlem and Brooklyn stores. For the latter we also employ space in the Brooklyn papers."

"Had you any special reasons for employing the four New York papers which you name?"

"None at all. They cover about the ground we desire, and therefore when we do employ New York papers we use them."

"You buy large space in the dailies of the cities in which your stores are located?"

"We are credited with doing so."

"Which cities are these?"

"In the order of the establishment of our stores, these are they: Chicago (in which city we first began to retail, and from whence our retail trade radiated), St. Louis, Milwaukee, Cincinnati, Philadelphia, Kansas City, St. Paul, Omaha, Minneapolis, Brooklyn, Boston, Providence and Cleveland."

"Do you employ all the dailies of all these cities?"

"Oh, no. We exercise judgment. Some would not do us a particle of good."

"Mr. Fairbanks, it must be a matter of remarkable business ability to manufacture wares for such widely divergent sections. It is not to be

presumed, I should suppose, that the clothing desired by a Kansas City trade would please a Boston clientele. How do you get over such a difficulty?"

"We don't," laughingly responded he, "it is very simple. Each manager of each store is distinctly responsible for the success of his own, and naturally allowed the widest latitude consistent with responsibility. Every individual stock is made up independently and as though there were no



A Proper Balance

Between profits and sales is what builds a big business, and a big business makes possible the best Clothing at very moderate prices. A little intelligent investigation will show you the difference between our well-made, well-tailored garments and the sort of thing that looks well in stock perhaps, but doesn't fit or wear. We make Suits as low as \$8 and as high as \$35.

(This store will close at 12 o'clock to-day.)

Browning,
King & Co.,

N. W. Cor. 5th & Race.

connection between one store and another. Even in essentials—such as selection of materials—there is this independence, and, of course, it follows also in details. The amount of stock made up for each store is determined by its manager. Every manager spends one-third of all his time right here at the factory—that is, two months in winter and two in summer. Of course, this being so, the local manager guides everything, even advertising. You know, of course, that we are also a wholesale concern. No? Oh, yes, the stores and the factory are run under the name of Browning, King & Co., but our wholesale department, whose headquarters are in Chicago, and for which we also manufacture here, is known under the style of Henry W. King & Co. It is a fact, too, that we sell absolutely no clothing for adults or boys not manufactured by ourselves. Of course, furnishings we buy, and I might add without straining that there is no concern in the world which manufactures and retails as much clothing."

"But about your advertising—is it not done from here?"

"It is directed from here, but, of course, modified according to the local conditions and requirements, each manager exercising his own judgment. Experience has taught us that this is the wisest plan."

"Under such circumstances, it must be very difficult to make your advertising distinctive?"

"We make no attempt to do so. It is enough for us if the local advertisements acquire a form distinctive to their own community."

"How would you characterize the tone of your ads?"

"It is our one aim to try to advertise conservatively, and with as much dignity as is consistent with the obtaining of results. We deprecate 'circus' and 'hurrah' methods. For this reason we do not go into the Sunday papers. We are not in the bargain business, and people do not buy on Sunday; consequently we can not see how they would specially benefit us."

"Do you ever use the street cars or the L or the hoardings?"

"No."

"Did you ever key your ads?"

"Never systematically, and not of late."

"How much do you expend for advertising?"

"We expend about \$100,000. We

charge each store with its special amount, and thus each does its own practically. The literature goes out from here, but, as I have said, is modified to meet local requirements."

"Will you tell me more about your monthly?"

"We consider our monthly as good a publication as any of the humorous weeklies. It is about on the model of *Life*, printed on the same paper, and has the same general make-up. We pay for everything we publish in it, and we aim to keep up its tone. It contains very little advertising beyond the title. We have a circulation of more than 100,000 every month, and we use more than seventy five tons of paper every year. More than two-thirds of each issue goes to regular addresses with a stamp on each copy."

J. W. SCHWARTZ.

A DEVELOPING CAREER.

I can with confidence recommend the business career as one in which there is abundant room for the exercise of man's highest powers, and of every good quality in human nature. I believe the career of the great merchant or banker, or captain of industry, to be favorable to the development of the powers of the mind, and to the ripening of the judgment upon a wide range of general subjects, to freedom from prejudice and the keeping of an open mind. And I do know that permanent success is not obtained except by fair and honorable dealing, by irreproachable habits and correct living, by the display of good sense and rare judgment in all the relations of human life, for credit and confidence fly from the business man foolish in word and deed, irregular in habits, or even suspected of sharp practice. The business career is thus a stern school of all the virtues.—*Andrew Carnegie.*

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE IRISH WORLD."

THE PLUMBER'S ADVERTISING.

By John A. Karshaw.

Probably nothing that is advertised at all gets less or poorer advertising than plumbing, and, what is often identified with it, metal working; yet there are few lines that hold greater possibilities for good advertising.

Every owner of a house or business building can be so favorably impressed by the good advertising of a really reliable plumber or metal worker that he'll not be likely to think of going to any other when he needs the services of a workman in either of these trades.

The plumber must draw his inspiration from the favorable conditions that actually exist in his particular business, not from a set of conditions that exist only in his imagination. If his prices are really reasonable; if his

let him say so early and often, and make the most of these and other good points that will present themselves in the course of business. But if he is

**If
You
Pay
More**

than we charge for Plumbing, Heating, or Tinwork, you pay too much; for money cannot buy, hereabouts, better materials or more skillful labor than we put into such jobs.

If you pay less than we charge, you're pretty sure to get less, in materials, or labor, or both.

THE DANBURY
242
MAIN ST. **HARDWARE CO.**

No. 1.

men are skillful, prompt and thorough; if he doesn't take advantage of the numerous opportunities for cheating that are offered by his peculiar trade,

**A
Source
Of
Danger**

is a leaking waste pipe or trap, a poorly ventilated closet, or any plumbing that is defective. Epidemics of disease resulting from just such things have killed thousands and will kill thousands.

Is your plumbing all right? Dare you risk having it any other way? Consult us about it.

THE DANBURY
242
MAIN ST. **HARDWARE CO.**

No. 2.

"lame" on any one point, he'd better avoid any reference to that particular point in his advertising until he's sure that the experience of those who employ him will justify every claim that he makes regarding it.

Ad No. 1 is a suggestion for a brief general talk about prices that, though it names no prices, would, if followed up by other talks of a similar tone, printed over the signature of a plumber with a reputation for reliability, have a decided tendency to impress the public with the thought that his prices were just about right and his work pretty nearly perfect.

The dangers of defective plumbing are becoming better understood, and consequently more thoroughly appreciated, every day; and sickness in the house, when the cause is not at once

apparent, often leads to a prompt examination of the plumbing. An occasional reminder, something like ad No. 2, is likely to bring business to the plumber who prints it.

The plumber who is strictly honest in his work has a right to say so. He can say that he is honest without saying that his competitors are not; but his saying so will be all the more effective if he happens to have a competitor who can not truthfully make the same claim. Ad No. 3 is just a hint along this line, while ad No. 4 is something a little more positive in tone.

Ad No. 5 in the evening paper, meeting the eye of a house owner, who

ing it well. He had better buy a four-inch space in a position that can't help but be seen, rather than a half-column space in a part of the paper that less than half the readers ever turn to. These two kinds of spaces are in almost every paper, and he can tell for himself "which is which." Let him

"Scamp" Plumbing

is a name that's sometimes given to plumbing that has been alighted and skimped where 'twont show too soon.

It's dangerous plumbing—dangerous to the health of the family, and dangerous to the reputation of the plumber who did it, for some day it "leaks out."

If we did "scamp" plumbing how long would our reputation for doing the right kind last?

THE DANBURY
242
MAIN ST. HARDWARE CO.

No. 4.

pay double for the four-inch space if he must, and let him put a little money into attractive type and a border that will make his ad "stand out." Three times a week is often enough to change such matter in a daily paper, and twice a week will do very well.

And let him not forget that unless his well-chosen space is filled with well-worded, convincing business talk, frequently changed, he is burning about ninety per cent of the good money that he pays for it. If he can not tell his own story, and tell it well, let him pay somebody who can.

The plumber's advertisement, however good, will seldom if ever bring

The Chances For Cheating

are probably greater and more frequent in the plumbing trade than in any other. The average man knows very little about plumbing, and a plumber who is skilled in "scamping," as such cheating is sometimes called, will find ways of deceiving even those who have some knowledge of his trade.

Your plumber should be a man you can trust.

THE DANBURY
242
MAIN ST. HARDWARE CO.

No. 3.

has found on reaching home that he must send for a plumber in the morning, and who is then perhaps unconsciously choosing his plumber, might win the progressive plumber a good many dollars.

The plumber had better be brief, making one point at a time, and mak-

direct returns ; but "keeping everlastingly at it," following each good ad with another as good or better, will pay the

SHOP MOTTOES.

**Choose
Your
Plumber**

as you
choose your doctor—for
effectiveness of work
rather than for lowness
of price. Judge of our
ability as you judged
of his--by the work
already done.

Many very particu-
lar people have judged
us in this way, and
have chosen us as their
plumbers.

THE DANBURY
242
MAIN ST. HARDWARE CO.

No. 5.

worthy plumber just as surely as it will pay any other good business man.

SINCERITY IN ADVERTISING.

The best advertisement like the best sermon comes from the heart. A preacher who prepares his discourse in perfunctory manner not more than half believing or at least not entirely possessed by his topic, and who delivers it in a half-hearted, slipshod manner, can not expect to save souls. Neither can the man who advertises in a half-hearted, don't-care sort of style expect to sell goods. The advertisement that has the working power of vitality in it and carries logical conviction in the reading is written usually by the man who is, in the first place, full of his subject and knows all there is to know concerning what he is talking about. In the second place, the advertiser must not only have sufficient knowledge, but he must have abundant faith in what he advertises. He must know that he has something worth the money. He must not only know it as a matter of fact, but be so possessed and filled to overflowing with the knowledge that sincerity gleams in every line and truth flashes from every sentence.—*Hartford Globe.*

- Our time is yours.
- We wait to serve you.
- Make the store your home.
- Every shelf beckons with bargains.
- We will sell so that you will buy.
- Tell us if a clerk urges you to buy.
- Ancient goods must go at any price.
- Giving good bargains helps our trade.
- We make each sale bring us another.
- A dissatisfied customer we can not afford.
- We should like to anticipate your wants.
- Our good buying makes easy selling.
- Hospitality is a part of this store's business.
- To decree small profits is to make a large profit.
- Only square dealing brings permanent trade.
- We make our profits by buying, not by selling.
- Neglect towards a customer is a business crime.
- Not to please is a greater sorrow than not to profit.
- We try to make to-day's trade enlarge to-morrow's.
- We are here to show goods whether you buy or not.
- We want you to tell us how we can serve you better.
- We make no representation that the facts do not sustain.
- We can sometimes make a good profit to sell below cost.
- Look as long as you like before buying or without buying.
- We are here to answer questions. You can not ask too many.
- All our shelves are up to date. Back numbers are dismissed.
- You pick the goods—we'll prove them good or make them good.
- There may be goods as good as ours, but there are no better goods.

ALLURING SIGNS IN NEW YORK.

"Hats cleaned while you wait, five cents."
"Shoes soled while you wait, fifty cents."
"Buttons sewed while you wait, five cents each." "Patches inserted in clothing while you wait, ten cents each." These signs are seen all over town—particularly along the Bowery. The combination of signs can be found in one block. There a man may go into a place a veritable Weary Wiggles, and by expending a dollar may emerge an up-to-date dude.—*New York World.*

THE EVOLUTION OF NEWSPAPER ADVERTISING.

The necessity for advertising, which, reduced to its simplest terms, means making a business announcement, was present from the earliest times. Pompeii and Herculaneum had their advertisements painted on the houses, a form of publicity somewhat similar to our street sign, which is really the most primitive kind of announcement, since it influences but the passer-by. The town crier was largely utilized in Greece and Rome. It was not until the advent of the newspaper, however, that the art began to show that there existed within it possibilities of growth and development. The newspaper furnished at once a natural advertising medium—a medium that could be carried home by the reader, and which did effective work because it was read at the fireside or in the study, instead of being painted on a single house or bawled forth indistinctly by a crier. The development of the art as a distinct art, based upon recognized principles of influencing the public, is a matter of the last hundred years. Fifty years ago extensive newspaper advertising was regarded as a luxury; to-day it is one of the recognized necessities of trade, a business in itself, having its own experts and specialists, and being constantly improved in its matter and manner.

The idea of a newspaper is said to have originated with the Venetians. It took shape in the form of a manuscript newspaper containing the notices and news of the government, and contained no advertisements. The idea spread, and as early as 1524 small pamphlets or books containing news were printed in Vienna and other parts of Germany. Their publication was irregular, and little is known at present concerning them save that they existed. One of them is now preserved in the British Museum. This news book, which was issued in 1591, without any name of place, contains a record of all the great occurrences of the years 1588 and 1589. In it appears a notice that closely resembles an advertisement. It seems that a certain curious plant had made its appearance in the town of Soltwedel. A Dr. Lister thereupon wrote a book purporting to contain an explanation of what this phenomenon portended. "This book," says the advertisement, "which as yet is not

much known, shows and explains all that this plant contains. Magister Cunan has published it, and Matthew Welack has printed it in Wittenberg. Let whoever does not yet know the meaning of this portent buy the book and read it with all possible speed."

This can hardly be termed an advertisement. It is really a "puff," and may be regarded as the original production of the kind. It is probable that the book and the newspaper were printed at the same shop, and the latter used to advertise the former. It is curious to note in this connection that, although books were the first articles advertised, the method of advertising has changed but little within the last two centuries, it being still the custom to make only a bare and formal announcement of name, price and contents, while in the case of other articles, notably soap, the finest artistic and descriptive skill is called into requisition in giving them publicity.

The first collection of miscellaneous newspaper advertisements is found in a Dutch black-letter newspaper dated November 21, 1626, and relates to exhibitions of elephants and tigers, the opening of schools and other matters.

In England the first newspaper was attempted in 1622. A demand arose for news, which a bookseller named Nathaniel Butler hastened to supply by the publication of a weekly newspaper, patterned after the Venetian gazettes. Mr. Butler secured no advertisements of outsiders, but the first advertisement published in England appeared in the third issue of his newspaper, and read as follows:

If any gentleman or other accustomed to buy the weekly editions of newes be desirous to continue the same, let them know that the writer, or rather transcriber, of these newes hath published two former newes, the one dated the 2d and the other the 13th of August, all of which do carry a like title, with the arms of the king of Bohemia on the other side of the title page, and have dependence one upon another: which manner of writing and printing he doth propose to continue weekly, by God's assistance, from the best and most certain intelligence. Farewell. This twenty-third of August, 1622.

This is the publisher's own announcement, and can hardly be called a genuine advertisement. It was not until January, 1652, that the first real English advertisement made its appearance. It was printed in the *Mercurius Politicus*, and read as follows:

Grenodia Gratulatoria, Heroick Poem; being a congratulatory panegyrick for my Lord General's late return, summing up his

success in exquisite manner. To be sold by John Holden in the New Exchange, London.

From this time advertisements began to increase slightly. They were of a very simple character, principally of lost articles, or making bare business announcements in a heavy, cumbersome style that is in striking contrast to the light and attractive advertising that is in vogue to-day. We find in the *Mercurius Politicus* of 1658 an announcement of "That excellent and by physicians approved China drink, called by the Chineans Tcha, by other nations Tay, alias Tee." About the same time chocolate began to be introduced into England, and an advertisement in the *Public Advertiser* calls attention to the beverage. Coffee was advertised several years later, and we are told that a pound of the East India berry cost eighteen pence. The *Public Advertiser* already mentioned consisted almost entirely of advertisements. Small personal and local wants were advertised: the idea of selling commodities entirely by advertising, as at present, had probably occurred to no one.

A few vendors of quack nostrums appear to have recognized at once that they had been supplied with a method of increasing their sales. The advertising of proprietary medicines still remains the most profitable, though the character of the medicines, as well as of the advertisements, has considerably changed. The earlier medicine compounders used the wildest hyperbole in regard to their remedies, recommending them for almost every conceivable ill or blemish that ever afflicted or could afflict humanity. When, later, honest and reliable manufacturers of medicine made their appearance, they were compelled to fight a battle with the unbelief which the advertisements of the earlier workers in that field had engendered.

In 1675 Sir Roger L'Estrange issued a weekly paper called *The City Mercury*, of which he distributed free one thousand copies, trusting to the revenue from advertisements to reimburse him. This plan is worthy of comment, for it foreshadows the plan of newspaper publication at the present day, viz., to depend for revenue principally upon receipts for advertising. The time was apparently not yet ripe for so advanced an idea, for history tells us it did not succeed. In this publication appears an explanation of

the advantages of newspaper advertising which is worthy of reproduction:

That this way of publishing is much more advantageous than giving away "Bills" in the street is certain, for where there is one of them read, there is twenty is not; and a thousand of these can not be supposed to be read by less than twenty times the number of persons, and are done for at least the twentieth part of the charge, and with much less trouble and greater success, as has been experienced by many persons that have things inserted in it.

Early newspaper advertising owes more to one John Houghton than to any other individual, since it was he who first impressed on the public mind the fact that advertising is a universal medium for bringing buyer and seller together, and can be applied to any trade or profession. Houghton was a Fellow of the Royal Society; his business was that of apothecary, to which he added the selling of tea, coffee and chocolate, then new beverages that had yet to fight their way to popular acceptance. In 1682 he established a one-folio half-sheet newspaper, which he called *A Collection for the Improvement of Husbandry and Trade*, modeled on the *City Mercury* of 1675. It failed, but was revived ten years later. Houghton soon began to see that a publication without advertisements could not be profitable, and resolved to secure some. The method adopted by his advertisers was peculiar. They did not yet comprehend the advantage of "keeping their names before the public," for the announcements appear to emanate from the publisher himself, as witness the following:

I want a pritty boy to wait on a gentleman, who will take care of him and put him out an apprentice.

I know of several curious women who would wait on ladies to be housekeeper.

I want a complete young man, that will wear livery, to wait on a very valuable gentleman; but he must know how to play a violin or a flute.

In course of time names were added to the advertisements. The publisher early repudiated any responsibility for the announcements appearing in his "Collection." He continued, however, to guarantee certain advertisers of whose reliability he was assured.

Houghton soon began a systematic campaign to induce all classes to advertise. He made no wild claims for the excellence of his medium, but simply and candidly expressed his beliefs. Thus in one of his issues we find the following:

Whether advertising of schools, or houses

and lodgings about London may be useful, I submit to those concerned.

Successive issues show that this appeal had met with responses, and Houghton calmly remarks in one of these issues that "I now find advertisements of schools, houses and lodgings in and about London are thought useful." Later he makes the following remark: "I believe some advertisements about bark and timber might be of use to both buyer and seller." Having called the attention of the timber men to the advantages of newspaper advertising, he now began to consider the parsons, and announced that he "would gladly serve the clergy in all their wants." This bare announcement was apparently unproductive, for we find him later making this offer: "If any divine or their relicts have complete sets of manuscript sermons upon the Epistles or the Gospels, the Catechism or Rituals, I can help them to a customer."

The use of second-hand sermons was far more general in those days than now, when a minister who delivers another man's sermons is likely to be exposed as a plagiarist. In a succeeding number Houghton announced that he had sold all the manuscript sermons intrusted to him, and solicited others. He also showed his ability to help the clergy in other directions, by making announcements such as these:

If any incumbent within twenty miles of London will dispose of his living, I can help him to a chapman.

A rectory of £100 per annum, in as good an air as any in England, sixty miles off, and an easy cure, is to be commuted.

In addition to this class of advertisements, Houghton's paper frequently contained general advertisements such as these:

Last week was imported

Bacon by Mr. Edwards,

Cheese by Mr. Francis,

Corral Beads by Mr. Paggen.

If any desire it other things may be inserted.

Houghton went the rounds of all professions, he himself announcing that he would first induce to advertise counsellors and attorneys, then surgeons and gardeners, lawyers, schools and woodmongers, brokers, coaches and carriers, in the order named. As a result of his industry and perseverance, we find that a motley collection of articles was advertised in subsequent issues of his paper. Among these may be mentioned oxguts, hoops, onions, pictures, feathers, quills, gherkins, masks, leather, painted sticks,

sweet soap, Scotch coals, and a host of other articles. It is evident that, owing to the efforts of Houghton, an appreciation of the benefits of newspaper advertising was beginning to become general. In fact, the advent and the work of Houghton mark an era in the evolution of newspaper advertising. The style he introduced was cumbersome and artificial, but he impressed on his contemporaries the great usefulness of the newspaper as an advertising medium. The advertising of the next century—the eighteenth—bears the impress of his work. Curiously enough, it did not make much improvement on his methods. It remained for the nineteenth century to advance the art to a higher plane.

There are, however, some interesting matters about advertising in the eighteenth century to be chronicled. For instance, in 1702 the first daily newspaper, called the *Daily Courant*, was issued. It met with but little encouragement from its weekly contemporaries, but its proprietor persevered. It was printed on one side of a sheet not larger than half a page of foolscap. It contained no advertisements in the beginning, but began gradually to secure them. The daily newspaper has enormously increased the output of advertising, and it is in this connection only that the *Courant* has any present interest for us. The advertisement tax, which went into effect in England in April, 1712, perhaps did more to discourage newspaper advertising than any other agency. A tax of three shillings and sixpence was charged on each advertisement until 1832, when the tax was practically abolished, a small nominal tax remaining until 1853. The establishment of the London *Times* in 1788 marks the era of the modern newspaper advertisement, the greatest development of which was henceforth to be in America. In 1832 the *Times* paid one hundred and seventy thousand pounds as its tax on advertisements, showing how general the practice of the new art had become. Since that time newspaper advertising has grown wonderfully in the United Kingdom, but it has never kept pace with its growth in the United States. No journal devoted to the subject exists in Great Britain, while here we have almost a dozen; no great taste in display is apparent in the advertisements that come from across the sea, while here the

clothing of a newspaper advertisement in appropriate type is widely practiced and understood.

During the Revolutionary war our newspapers teemed with advertisements, political and otherwise. One of the New York papers of 1775 states that "the Committee of Inspection, having examined into the charges that James Dundas and Peter Shaw have spoken with contempt of the honorable congress and its officers, do find them guilty, and hold them up to public view as enemies of liberty, and urge all good citizens to abstain from any dealing with them." A third, fearing the loss of his trade by the same process, "humbly acknowledges that he has spoken disrespectfully of the Hon. Continental Congress, and begs forgiveness of it and of his country, promising submission thereto." There is a notice that the new stage-coaches plying between New York and Philadelphia will leave every Tuesday and Friday morning. A paper published at Philadelphia for the week preceding that in which the Declaration of Independence was adopted contains the advertisements of a number of merchants who are anxious to sell out at cost, in anticipation of the coming of a hostile army. One offers a large stock of crockery; another advertises "Russia drilling and linens, osnaburgs and sailcloths, cinnamon, and a few pieces of silk"; another calls attention to his assortment of "duffles and taffetas," that must be sold at any sacrifice. An English servant girl, having two years to serve, and described as "handy, apprehensive and honest," is advertised for sale to some one living outside of the city. A gentleman lately from London wishes to teach drawing in water-colors; a schoolmaster is wanted in Maryland at six hundred and fifty dollars a year; and the loser of a silver watch says "she had a black ribbon to her and brass key, and a seal in the shape of a compass." The best green tea is advertised at thirty-two shillings and sixpence per pound, and coarse salt at six shillings and sixpence a pound.

Advertisement cuts were introduced into New York in 1777 by a furrier, who used a picture of a woman neatly clad in winter apparel. Since that time pictures have been widely used in newspaper advertising. As has been aptly said, they speak a universal language, and make their appeal not only

to the lettered, but to the illiterate who can not read any other form of advertisement. To-day newspaper advertising consists largely of attractive pictures, the advertisers having discovered how potent an influence these wield.

The advancement of the art in the present century has been barely less than marvelous. The nineteenth century saw what no previous century had seen—men depending upon newspaper advertising to introduce their entire product. The first advertising agent began business in 1846. The influence of the agent in inducing people to avail themselves of the benefits of advertising has been great, while his knowledge has steered to success many an advertising bark that would otherwise have foundered.

The first newspaper directory, containing a list of all the newspapers in the United States, was issued in 1869. It contained names of five thousand two hundred and nineteen newspapers, while the 1896 edition contains over twenty thousand, having an aggregate circulation of over forty-one million copies per issue. The publication of this directory advanced newspaper advertising greatly, for it gave the public access to a list of newspapers, and enabled many who did not care to do their advertising through an agent to do it individually. It also made patent, what previous advertisers had probably overlooked, that advertising space in newspapers is a commodity, and that the measure of value is circulation: that is to say, that the price of space is, or should be, based upon the circulation of the newspaper. This idea has been steadily gaining ground of late, and has conduced to put advertising upon a business basis.

The first magazine advertisements were inserted, according to the statement of one of the oldest living agents, in 1867. The advertisement writer who devotes himself exclusively to advertisement writing is a creation of the last ten years.

At present about two hundred million dollars are expended annually in the United States in newspaper advertising. The art has become a science. Advertisers everywhere recognize that it is founded on psychological principles, and that the man who studies his fellows and knows them thoroughly makes the best advertiser. In the future individual advertisers will probably

do less newspaper advertising, for they will have learned to make what they do more effective and thus require less to accomplish a given object. This will not make the bulk of advertising less, for coincidentally with a better understanding of the subject, more people will advertise.—*Oscar Herzberg, in Lippincott's Magazine.*

ABOUT POSITION.

By S. M. Miller.

Why is a corner lot worth more than one in the center of the block? Because, real estate men will tell you, it fronts on two streets, commands the most light and air, and is altogether in a far better position.

Why is a seat on the grand stand worth more than one in the "bleacheries" at a ball game? Because you are sheltered from the sun or rain and are placed in such a position as to see the best points of the game as they are played. And in a theater you pay the best price for a seat in front because there you have an uninterrupted view of the stage, can hear distinctly, and see everything at close range.

So almost everywhere in the world we have to pay extra for "position," on an ocean steamer, in a parlor car or sleeper, in a hotel—anywhere.

That is just as it should be. In every case we have some particular advantage and it is nothing but right that we should pay for the extra privileges the position gives us. That is why we are charged extra for positions in newspaper or magazine advertising, and it is generally worth the extra cost to occupy the choice spaces.

It is obvious that the covers of a magazine and the outsides of a newspaper first catch the eye. In the former case an ad is often seen and read by people who do not even handle the book, let alone open it. Again, when the magazine is being read, it frequently happens that both outside covers are visible to people other than the reader, and when the magazine is closed, laid on a table or elsewhere, the cover advertisements are displayed. In every case such ads have a distinct advantage over the announcements inside the book, and that is why they are worth more in price.

An ad facing reading matter has, of course, more chance of being seen and read than one that is placed among other pages of ads, for the reason that while most people read all the ordinary

letterpress in a magazine, very few study the advertising pages alone. The chances are that an ad opposite reading matter will be seen by at least 50 per cent more people than the other one that is hidden away among the ordinary advertising pages. That being the case, the position is worth from 25 to 50 per cent more to the advertiser.

When you open a newspaper your eye naturally goes to the top of columns, giving preference to the left hand and running to the right. Ads that occupy positions on top of columns are first seen, and, if next to reading matter, they are almost certain to be noticed. Sure it is that a larger percentage of readers is secured on account of the ad being in that position and hence the extra charge for it.

The leader page in a newspaper, or the position adjoining a synopsis of the news, being likely to be read by more people than any other part of the paper, is worth much more than run of paper. Special positions for special articles, as, for instance, bicycle ads on the page devoted to bicycle news and events, baking powder and infant's food ads on the ladies' page, are very choice locations and are easily worth 50 per cent more to advertisers of those particular articles than any other position in the paper.

In the experience of the most successful advertisers "position is everything." It is worth every cent of extra cost, because it has been proved to produce so much greater results, proportionately, than run of paper. An ad in good position can not escape notice. It is thrust before the eye, and almost compels a reading. One could often do business with certain people if he could only obtain an interview. That is more than half the battle. In advertising, position is the interview. It gets us the ear of our audience, introduces us right into their presence, as it were. If you wished to attract attention you would place yourself where you were most likely to be seen—not hide yourself among a crowd.

That is the whole theory of position in advertising. If it is worth while paying a dollar for the chance of having your ad seen by so many people, it is worth while paying fifty cents more in order to insure its being seen. The extra half dollar frequently makes the first dollar a good investment, whereas it might have been a loss.

ADVERTISING THE TURKISH BATH.

NEW YORK, Aug. 31, 1897.

Editor of PRINTERS' INK:

Probably no man in this country has worked so hard and achieved so much towards popularizing the Turkish bath as Dr. Charles H. Shepard, of Brooklyn. For forty years, by word and pen, in season and out of season, he has tried to impress its value upon the American public. The relevance of the foregoing only lies in this, recognized by no one more thoroughly than the doctor himself, that if he had concentrated one-half his efforts, and advertised for himself directly instead of for the principle, there can be no earthly doubt that he would have scored a tremendous pecuniary and personal success.

It was in the year 1860 that the doctor, fresh from the New York College of Medicine, first became impressed with the value of the Turkish bath both as a preventive and cure of disease. In 1863 he succeeded in opening the first Turkish bath establishment in this land. This has run continuously upon its present site, 81 Columbia Heights, Brooklyn, N. Y.

His work in advertising has been more of a

DR. C. H. SHEPARD'S SANITARIUM.

A private home for the Special treatment of Rheumatism, Gout and all allied diseases by the use of Turkish, Russian, Roman and Electro-thermal Baths, and other remedial agents. Organized over thirty years ago, it is now the oldest Turkish Bath establishment in this country. The long experience and constant development of the baths, both practically and therapeutically, give promise of the very best results in the treatment of these cases. The home is elegantly situated on Columbia Heights, overlooking New York Bay. The rooms are large and sunny, and every appliance found valuable by scientific experience is used, making it a most desirable residence for invalids who need special treatment. To Rheumatism and Chronic Invalids unusual facilities are offered for restoration and cure.

For further information, address

CHAS. H. SHEPARD, M. D.
81 and 83 Columbia Heights,
BROOKLYN, N. Y.

general character, as prefaced, than a local one. As a result, it has injured more to the general popularization of the bath than to the upbuilding of his own interest. His object throughout—in his advertisements, in his addresses before medical societies throughout the land, in the pamphlets and brochures which he has widely disseminated, was to show what the bath could accomplish. Thousands of cases have demonstrated the verity of his faith and practice. Dr. Shepard's earlier purchases of publicity were in the line of the curb-stone posters, or "gutter-snipes," so much in evidence twenty-five years ago. He used them extensively and with telling effect. But the city ordinances soon put a stop to them. Then he largely resorted to reading notices. These seemed to vary greatly in effect. Throughout he has, until a very recent period, placed direct, and has had little to do with weekly publications except in the way of exchange trade. At times he has circularized freely, and seems occasionally to have reaped good results. Within this year he has inclined to the Brooklyn dailies, the religious weeklies, a little in Brooklyn *Life*, *Health Culture*, and some few special publications, mostly of a local character. S. W. JACKSON.

A FISHERMAN ought to have a self-fish motive in advertising.

A BROOM CORN JOURNAL.

Office of
"THE ARCOLA RECORD."
By MART H. BASSETT.
Prints all the Broom Corn News.
Circulation, 1,380.
ARCOLA, Ill., Aug. 17, 1897.)

Editor of PRINTERS' INK:

The Red Bank *Register* case presents some very interesting points. Mr. Cook's enterprise in advertising was surely laudable if there was anything to advertise for. Advertising presupposes a demand and an ability to supply that demand. If everybody in a community has had fresh fish, ad nauseam, until their palates have rebelled on the diet, and you advertise fresh fish ever so vigorously, it is hardly likely that you could dispose of any. The demand has been supplied. The same should surely hold good in anything.

From Mr. Cook's last communication in PRINTERS' INK of Aug. 11, I would judge that the Red Bank *Register* had its field about covered. He says: "In the village of Middletown, out of 86 houses that get their mail at that post-office, the *Register* goes into 77 of them, and practically the same proportion is maintained at Holmdel, Tinton Falls and other towns in the *Register's* field." We would suggest to Mr. Cook that about all the people that could be expected to take his paper do take it. A certain per cent of the people in the field of a country paper will take it and pay for it, while the remainder will borrow it. The borrower is inveterate, and is possessed of a chronic disinclination to pay for the paper he reads, but he will read it all the same. From the above it seems to me that the Red Bank *Register*, as a local county paper, covers its field, and, unless the field is enlarged, advertising will not have power to increase his subscription list. The *Register* already supplies the demand to the utmost.

The field of the Arcola *Record*, as a local paper in Douglas and Coles counties, Illinois, has been worked to the condition of the Red Bank *Register*, nevertheless its subscription list continues to grow and boom. Why? For the reason that its demand is more than local. Arcola is the center of the largest and best broom corn region of the world. Manufacturers of brooms and dealers in broom supplies all over the country and in Canada, take the paper because of the "Broom Corn Department," where they are enabled to get the latest and most reliable news of the growing plant and condition of the market. We advertise this feature constantly by circular, of course, as there is no medium to reach this particular class, and by sample copies. For the edification of PRINTERS' INK I inclose samples of circulars used, also a sample circular used in building up circulation in nearby towns.

MART H. BASSETT.

THE AWAKENING SOUTH.

Office of
THE DISPATCH PUBLISHING CO.
LOUISVILLE, Ky., Aug. 25, 1897.)

Editor of PRINTERS' INK:

Can you not, through the medium of your valuable publication, call the attention of your readers to the splendid condition of the South at the present time? Northern enterprises will now find the South a fine field for investment.

BRENT ALTSHELER,
Adv. Mgr. Louisville *Dispatch*.

A SODA SCHEME.

WARREN, R. I., Aug. 30, 1897.

Editor of PRINTERS' INK:

I dressed a large show window in a drug store this summer, like inclosed copy. It took big, and increased the soda sales over 500 per cent, and undoubtedly made customers for other goods. The entire back of glass

**WE SERVE THE BEST SODA.
WHY? BECAUSE ALL OF OUR
FRUIT FLAVORS
ARE MADE FROM SELECTED
RIPE FRUITS.
FRIGID COLD. NO HIGHER PRICE.**



**COME IN
AND SEE THE SYRUPS MADE.**

I covered with fancy-colored paper, on which the ad was printed; cut the three openings about 8x10 inches; run a shelf across flush with bottom of the openings, on which was attractively displayed, at openings, strawberries, raspberries, pineapples, bananas, oranges, lemons, etc. The best of it was, the ad told the truth, as hundreds accepted the invitation, went in and witnessed the operation of extracting the juices and their make-up into syrups. Although late in the season, if shown up in the "Schoolmaster," it may be of benefit to some of its readers. Yours very truly,

W. S. TOMPKINS.

IT IS ABSOLUTELY CORRECT.

Office of

"THE SPOKESMAN-REVIEW,"

Daily, Sunday, Twice-a-Week.

Established May 15, 1883.

SPOKANE, Wash., Aug. 16, 1897.]

Editor of PRINTERS' INK:

We have a contract with an advertising agent for an average of four inches display to run every other day for one year, no ad to measure less than 2½ inches. Recently we received an order from the agency to change the copy to a one-inch ad. We replied, calling attention to the fact that the contract called for minimum space of 2½ inches and that this was a material factor in making the rate. The agency replied that if we did not care to run the one-inch ad to stop the advertising altogether. We answered that we should be glad to carry out any instructions within the contract, and have expressed our willingness to stop the advertising, provided the agency will pay the short time rate paid us by other advertisers for the space already used. Is our position correct?

"THE SPOKESMAN-REVIEW."

LIPTON.

Mr. Lipton is worth \$50,000,000 and has 420 stores all over the world. Sixty of these are in London. He employs 10,000 people and is constantly pushing business. He believes energy, constant industry, good memory and equality of temper are all a man needs to make a fortune.—*Advertising World*.

THE "PRESS" MUST PAY FOR THE P.-O. BLUNDER.

IT IS HARD, BUT THERE IS NO HELP FOR IT.

Office of

THE PRESS PUBLISHING CO.
LINCOLN, Neb., Aug. 24, 1897.*Editor of PRINTERS' INK:*

We have before us two copies of the U. S. Official Postal Guide, one of February, 1897, and the other of August, 1897. The February number contains a decision of the then assistant attorney-general of the P.-O. Department, referring to "lottery schemes." We were at that time offering cash prizes to parties sending the largest number of subscribers, and had been running an advertisement to that effect for awhile. The decision put a stop to our advertising, but, of course, did not relieve us from paying the money offered. We paid the prizes and changed our advertising by offering prizes for sending specified number of subscriptions. The new plan increased our expenses for this scheme of advertising more than tenfold. The loss to us amounts to a good many thousand dollars. Now, in the August number of the Guide the decision in regard to prize offers is reversed after we have obligated ourselves to pay over \$16,000 in cash. It seems to us that a system which will permit some second-rate lawyer or some other hired man in the Post-Office Department to damage, at his pleasure, a legitimate business is radically wrong. The later decision by the present assistant attorney-general, Mr. James N. Tyner, is based upon precedent as well as common sense; but who will reimburse us for the loss sustained by that insane decision of his predecessor in office? Very truly yours,

THE PRESS PUBLISHING CO.,
Per F. H. Nagel, President.

IN CORNING.

CORNING, N. Y., Aug. 25, 1897.

Editor of PRINTERS' INK:

A drug store has a window filled with cotton, porous plasters, liniment, court plasters, chewing gum and crutches, above which is placed a card with the words, "Bicycle sundries." Another druggist has a wheelbarrow load of earth tipped over, and one can see here and there "nuggets" of bronzed iron. In the window is also a card, saying: "Pay dirt from the Klondike river; a shovelful given with every \$5 purchase."

A clothing store devotes a window to displaying a wash-tub, board and soap, and a line on which are hung Monarch shirts. The card reads: "Monarchs stand the wash."

ADVERTISING ENTERPRISE.

The palm for enterprise in advertising will, without a doubt, be conceded to belong to a Dutch company, which has made a contract with a well-known European actor, Francois Rivoli, that compels him every evening, wherever he may be, to include in his own repertoire a representation of the head of the firm, who is to be mimicked exactly by the actor. In exchange for this service the firm supplies the necessary scenery and pays the actor a yearly income of 1,200 Dutch gulden.—*Com. Advertising*, Aug. 19, 1897.

THE NEW CLERK.

"How much do these scales weigh?" he inquired of the new clerk.

"I—I don't know, sir," answered the clerk, "but if you will wait one minute I'll weigh them and tell you."—*Grocery World*.

NOTES.

THE Hartford (Conn.) *Post* offers a year's subscription and a barrel of Washburn's flour for \$7.

Scribner's Magazine for October will contain an exhaustive article on "The Newspaper," by J. Lincoln Steffens, of the New York *Evening Post*.

THE Southern Pacific Company ("Sunset Route"), 349 Broadway, New York, issues a booklet entitled "The Sportsman at Hotel del Monte," which is an excellent example of what such a booklet should be.

THE Atlanta (Ga.) *Journal* of August 28 contains one of the most gruesome ads the Little Schoolmaster has ever seen. It is a half-page announcement of a surgical institute, and contains about 60 illustrations of bodily malformations which the institute advertises to cure.

WAGSTAFF & Co., the New York adwriters, advertise: "We observe in the August number of *Profitable Advertising* that Binner of Chicago intends visiting New York, and announces that he will be here from September 2 to September 15. We would just simply say that we are here all the time."

THE *Shoe Trade Journal* tells of "a unique signboard which can be transformed in a few minutes from one sign to another, is popular as a novelty in advertising. It is of metal and thickly perforated. These signs are furnished with little wooden pegs which fit tightly into the perforations and form words of the same general appearance as the wool letters on the old-fashioned worsted motto hangers. These little pegs come in all colors, and the background of the sign is painted either black or white, so that the colored pegs show off brilliantly. One can thus change the sign as many times as desired without additional cost. There are 500 of the pegs with every sign, so that every variation of the rainbow may be had at a few moments' notice. It makes an attractive appearance in its changeable effects in any window."

EXAGGERATION.

Is it not possible that the extravagant and unreasonable claims so persistently spread in the newspapers by medicine houses have ceased to make a very strong impression upon public consciousness? In reading some of the medical advertisements, we are asked to believe that diseases wholly different in origin, character and effect may be cured from the same bottle. But that is not all; the same language, almost the same hysterical bragging, is used by half a dozen houses, whose advertisements may appear in one issue of a newspaper. Now, which of these advertisements, if any of them, is the public to believe? What maker of medicine would talk face to face with a customer as he talks in his advertisements?—*National Advertiser*.

REFLECTS THE TOWN.

It takes a live town to make a live newspaper. There never was in the past hundred years, never will, and never can be a live town without a live newspaper. The newspaper is dependent on the town. It reflects the push, progress and aspirations of the town. Without home patronage it can not live and thrive; then again, while it is dependent on the town, the town can not get along without it. There is no auxiliary so valuable to a growing town as an outspoken, public-spirited paper, wisely and well managed.—*The New England Press*.

THEY EXPECT TOO MUCH.

The trouble with a great many advertisers in trade journals is that they expect too much from that source. They expect the advertisement to do more work than their best travelers, whose expenses are as much in one month as the yearly cost of the advertisement. As a rule, no attention is given to the advertisement except to change the wording once in six months. Imagine the big (?) orders your travelers would receive if they simply handed their card to customers and said they would sit down and wait for an order. This is how an advertisement in the trade paper is treated. Why not change your advertisement each month? Speak to your customers through it the same as your traveler would talk to them. The publisher of the best journal in existence can only sell you space and guarantee circulation among your probable buyers. He can not guarantee that the advertisement will pay you. That rests with yourself. You must use the space to your best advantage.—*McLean Journal*.

BLOTTING PAPER.

At the time of the Civil War blotting paper had come into comparatively common use in the United States. It is only with the last fifteen or twenty years, however, that it has come into the extensive general use of the present time. The sales of it are said to increase more rapidly than the population. There are American paper mills wholly devoted to the manufacture of blotting paper, and their products amount to thousands of tons annually, not only utilized at home, but forming also an article of export.—*British Printer, London*.

IT WAS RAISED.

"You told me last week that you would try to raise my salary," said Briggs. "Oh, yes," replied his employer. "Well, I did. I raised it after some trouble. Believe me, I had a very hard time raising it this week."—*Grocery World*.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

PERFECT half-tone cuts, 1 col. \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED—Printers to try our half-tones. One col. \$1; 2 cols. \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

WANTED—To purchase, lease or trade 7'n/1; outright or controlling int. Correspondence confidential. "OUTRIGHT" Printers' Ink.

\$7,800 GIVEN away to persons making the greatest number of words out of the phrase, "Patent Attorney Wedderburn." For full particulars write the NATIONAL RECORDER, Washington, D. C., for sample copy containing same.

THE \$10 typewriter: If you want to use a typewriter twelve hours a day and write from sixty to one hundred and fifty words a minute, you want the highest priced typewriter you can find; but if you want to do a little typewriting now and then, as, for instance, the copy of the article you have written for the magazine or possibly next week's sermon, then the new American \$10 Typewriter will answer your purpose very well. Many thousands sold by the manufacturer. Money refunded if, after a week's use, not found satisfactory. If you want to buy one address WILLIAM HAGAR, Baptist Ministerial Agency, 188 Fifth Ave., New York.

WANTED—Advertisers to know that the News, Sunday and Weekly, has been in existence for 15 years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches best homes. Rates 20c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

PUBLISHERS of newspapers who wish to own a handsomely bound set of the complete works of Charles Dickens can get information on the subject by addressing EDWIN F. GRAY, publisher of *American Literary Visitor*, Rahway, N. J.

***** ADVERTISERS. *****

I MAKE a specialty of designing and engraving striking covers to advertising booklets. The style of the designs is so very original in appearance that few persons would pass the book by without examining it. It costs no more to print the edition, yet saves a great waste in unnoticed copies. Striking design submitted on approval.

W. MOSELEY, 77 Hill St., Elgin, Ill.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

SPECIAL AGENTS.

H. D. LA COSTE, Special Newspaper Representative, 38 Park Row, New York, is of value to first-class daily newspapers that want more advertising.

ADVERTISING AGENCIES.

METHODS, mediums, matter. The vitals of profitable advertising. THE WHITMAN COMPANY, 30 Nassau St., New York.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ELECTROTYPES.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

CIRCULATION increased. Yes, we will guarantee to increase the circulation of any newspaper which uses our premiums. Write us. It costs you nothing to try it. Electro free. GEN'L MERCHANDISE CO., 516 W. 23d St., N. Y.

FOR SALE.

FOR SALE—Well equipped weekly newspaper, job office and bindery, in one of the best county seats in Southern Iowa, population 4,000. Circulation 1,400; fine business; \$1,000; fair terms. "BREVIER," Printers' Ink.

MONEY-MAKING daily newspaper for sale, within seventy-five miles of Chicago. Broken health of owner only reason for selling. Seven column quarto. Long established leading paper, with largest circulation in city of publication. Address "QUARTO," care of C. H. More, 1661 Title & Trust Bldg., Chicago

FOR RENT.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 23x31; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address GEO. F. ROWELL & CO.

PRINTERS FOR ADVERTISERS.

THE ADVERTISERS' PRESS, 925 Chestnut St., Philadelphia, makes a specialty of printing high-class booklets, catalogues and folders for advertisers. We write, design, engrave, print, bind and publish. One bill—no worry—are our claims upon the attention of advertisers. Let us give you further details.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 33d St., N. Y. City. Send for our booklet.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

BEST collection of advertising cuts in U. S. Catalogue, 10c. THE SPATULA, Boston.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

ARTHUR MEYER, 115-117 Nassau St., New York. Artist and Illustrator for Publishers and Advertisers. Eighteen years at it.

EVERY man with a business needs cuts to boost it. We make the kind that print well. CHICAGO PHOTO ENGRAVING CO., 79-81 5th Ave., Chicago.

STRIKING illustrations—cuts that print well—so attractive ads. Write for specimens. CHICAGO PHOTO ENGRAVING CO., 79-81 5th Ave., Chicago.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE, 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 24th. Sample free.

GRAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. LA COSTE, New York.

WHEELING NEWS, 7,500 daily. Only English eve'g paper in city 40,000. LA COSTE, N. Y.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

PLEASE read and act upon our announcements on pages 41 and 45 of this issue. THE RELIGIOUS PRESS ASSOCIATION, Philadelphia.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), DAYTON MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

THE TIMES-UNION, of Albany, N. Y., stands in the front rank among the very best newspapers in the country. It has a wide circle of readers among the enterprising and thrifty classes of people. It is unequalled as an advertising medium. JOHN H. FARRELL, editor and proprietor.

THE REWARD OF NERVE.

By Charles Austin Bates.

Several weeks ago when I went in to talk to Mr. Rowell about some advertising in PRINTERS' INK, he opened a copy of the paper at these center pages, and looked at them meditatively.

"Yes," I said, "I have long coveted that space, but I've been afraid I couldn't use it profitably at its cost. What does it cost?"

"Well," said Mr. Rowell, "it really looks like giving it away, but we charge only \$300 an issue for it."

I decided to take it for three issues. This is the second. The first was August 25; the third will be September 22.

The first issue has paid.

* *

I have always found that large advertisements were much more likely to pay than small ones.

My experience has been that whenever I have paid enough money to tell my whole story in a convincingly truthful way, it has always brought profitable returns.

Large ads pay me—not because they are large, but because they tell my story.

This much I believe is true of every needed business. To get trade for it it is only necessary to tell fully and exactly what it is—to take enough space and use it in the right way.

It takes a certain amount of nerve to use large spaces in high-priced papers—but it pays.

It pays in my business, and it will in yours.

My business is one that requires explanation. Thousands of good business men do not yet know anything about the work of the advertising specialist. That is the reason that I am still struggling along without the steam yacht I really need.

My only consolation is the thought that if the work of the advertising specialist were really appreciated, I would be so busy that I couldn't ever find time to use the yacht, and that I wouldn't know what to do with the money I would make.

* *

Seriously:

I want to hear from business men who are hardly clear in their minds as to just what is the work of an advertising specialist.

I want to hear from manufacturers, jobbers and retailers who think that they do not need my services.

I want to hear from every merchant or manufacturer who would like to increase his business and who doesn't know exactly how to do it.

To exemplify what I mean, I will say that while I am writing this there are on my desk orders from:

(1.) The publisher of a leading trade journal who wishes me to help him increase his subscriptions and advertising contracts.

(2.) The president of a leading typewriter company who wants the right sort of magazine advertising.

(3.) One of the largest makers of tinware and kitchen things in the world who wants a plan and a series of advertising matter to assist his traveling salesmen and to bring mail orders from their trade.

(4.) From a prominent New York jeweler who wants a

series of booklets, a catalogue of his trade.

(5.) A shoe jobber who wants to increase his trade already on his books.

(6.) A shoe manufacturer who wants to increase his territory to whom he is selling.

(7.) A clothing manufacturer who wants to increase his trade for distribution.

(8.) Another clothing manufacturer who wants to increase his trade for distribution.

(9.) A proprietary medicine manufacturer who wants to increase his trade for distribution.

(10.) A business college who wants to increase his trade for distribution.

(11.) The local representative of a company who wishes to make a name for himself in the trade.

(12.) A distiller who wishes to increase his trade for distribution.

There are several others who would like to tell you about them.

From the cases I have seen, you can see that must be practical and not theoretical.

You can see that my business is more than a collection of smart sayings and pictures.

My clients demand results in cash.

They get them.

Mr. Merchant or Manufacturer comes and says:

"I want more trade next year or next month. My business is so-and-so. I deal in such-and-such goods ought to sell because of such-and-such quality. How much money must I spend and how shall I spend it to get me 10 per cent over last year—or, what can I do with \$50,000?"

Or maybe he says:

"Here's my last year's catalogue, book and newspaper ads. Make me ones that will work—that will sell more goods. What can I do and what will it cost?"

Usually my answer is in the form of my "Confidential Questions" (adapted from Blakely's Questions put me with the business. I study them carefully—I realize that this is a serious question that must be studied.

I do not snap-shot work.

Finally I submit my plan and why.

I am not always sure of the success of a plan, but I am not sure I say so.

When I tell you I am sure, you can make arrangements for increased trade. Sure.

* * *

I realize that it takes some nerve to send me a check for \$25 or \$50 or \$100 for advice and a plan for advertising.

The first plunge into the surf makes you catch your breath, but think of the fun you have after you're in.

Hundreds of men have paid me for advice and criticism, and I have heard of but one who was dissatisfied.

That one was W. Atlee Burpee, the seedsman.

He was unhappy because I couldn't find any serious fault in his advertising.

I have always thought he was mistaken, because it is certainly worth something to know your work is above criticism.

* * *

It does take some nerve to pay for the first time for advice, or for the preparation of a booklet, or a series of ads, or a catalogue.

It takes nerve—but it pays.

My prices for such work are not low. They are only reasonable.

It is generally profitable to pay them.

It is better to pay \$25 to \$100 for advice and an advertising plan that pays, than to go ahead without it and waste ten or a hundred times as much.

Nerve has its reward.

Write to me. Tell me your troubles.

CHARLES AUSTIN BATES,

Vanderbilt Building, New York.

A GOOD BOOKLET.

By Charles Austin Bates.

A good booklet is one that fits its subject. The most expensive booklet is not always the best.

A manufacturer wrote me the other day for prices on writing, illustrating and printing a booklet. He said he wanted illustrations in three or four colors and wanted the booklet printed on wood-cut paper.

He was wrong, and I told him so.

He was bent on wasting money. He didn't need as costly a booklet as he had planned.

I can do just the sort of work he said he wanted. I am glad to do it. There's more profit in it than in a less costly booklet. But I believe part of my business is to save my clients from making useless expenditures.

When I think a booklet should be finely illustrated and printed I say so. I have written, illustrated and printed some of the handsomest booklets of the year, but I have also written and illustrated a couple of 32-page booklets that were printed in six-million lots at about \$2 a thousand.

I always make the booklet fit the business. I don't use a club to catch butterflies, nor a silken net for bear.

Write to me for a suggestion of the right sort of a booklet for your business. (No charge for the suggestion).

If you place yourself in my hands for a booklet you shall spend neither more nor less than you ought. You shall have a booklet that will fit your business—that will bring more business.

CHARLES AUSTIN BATES,

Vanderbilt Building, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, SEPTEMBER 8, 1897.

THE New York *Sun* announces that the circulation of the *Sun* in New York is double that of the New York *Herald* and greater than the combined circulation of the *Herald*, *Times* and *Tribune*.

It takes all kinds of advertising to sell all kinds of goods to all kinds of people.

MEN who really know the most about advertising admit they have the most to learn.

THE advertisement which offers no inducement does not give the largest measure of results.

THE exaggeration of the possibilities of advertising has made for it more enemies than friends.

ECONOMY in advertising—as in eating—doesn't consist in seeing how little of it one can do and live.

THE aim of all good advertising is not to pull down somebody else's business, but to build up one's own.

EVEN though his criticisms be often narrow-minded and foolish, the advertising critic serves a good purpose, for he makes you think, and thinking for yourself is a *sine qua non* of successful advertising.

DIFFERENT subjects require different advertising treatment in order to secure the best results. Thus, small type may be used to best advantage for one advertisement and a circus poster style in another.

ADVERTISING phrases may become too old. From long repetition certain expressions fail to affect us—the mind has become calloused to their impressions.

AMONG newspaper supplements, that of the Sunday edition of the New York *Times* stands unrivaled. It is really a magazine in itself, in which matters of particular interest to New Yorkers are ably discussed and described.

EVERY one seems to be agreed that prosperity is coming, not with seven-leagued boots, perhaps, but with a steady stride. No doubt the advertising world, like all other lines of business, will benefit greatly by its advent.

THE imitator of advertising that has been successful usually imitates only its mannerisms, while losing the subtle spirit that made it successful. The one can be copied by everybody; the other is peculiar and individual to the original advertiser.

THE editor of the Little Schoolmaster is blessed with a fairly good eyesight, but it rebels at reading manuscripts written in light lead on tea paper. The ideas of such contributors are usually found to be quite as indefinite as the paper and pencil used to give them expression.

A WRITER in the *Popular Science Monthly* for September contends that the department store is due to a high rate of property taxation, and instances Chicago, where the highest tax rate of all the principal cities of America obtains and where the most department stores exist. To offset the effect of a high tax rate, he says, concentration is resorted to.

IN an able and enthusiastic article on "the renaissance of business," *Art in Advertising* for September says:

We have all known what it is to be hard up. We have had a good deal of nonsense thrashed out of us. Most of our balloons have been burst. We have learned to know that mere inflation is not growth or strength, that there is more science than luck in business, and that that science consists largely of knowledge, prudence and honesty. The dazzling deceit of making money by hook or crook has been stripped of its temptations, and in its place we have set up the brilliant possibility of making great fortunes by legitimate means—in other words, we believe that the soil should be prepared and the seed sown to insure a good harvest, and that in this country, at all events, nature is profuse and abundant to those who are faithful to her laws.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

BY CHAS. F. JONES.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

The editor of PRINTERS' INK, as well as the editor of "Store Management," is exceedingly anxious that the readers of the Little Schoolmaster should make the greatest use possible of this department. Subscribers need have no hesitancy in making any suggestions in relating their own experience or in asking questions about anything that pertains to running or advertising a store. Each communication which contains anything that may be of general use to the business community at large, or to the business man who studies PRINTERS' INK for points how to run and make his business profitable, will receive as early attention as possible after its receipt.

This department aims to be of practical assistance to help in solving the perplexing questions which are of daily occurrence in businesses of any character.

A reader of PRINTERS' INK, who requests that his name be withheld, asks the following question:

"I have a furniture, crockery and hardware store in a city of thirty thousand inhabitants. I have a good deal of competition in these lines, but still have done a fairly good business. I believe that the department store is the coming method of retailing goods, and as there are many lines of merchandise, such as dry goods, carpets, clothing, etc., in which there is very little competition in this city, I am thinking of turning my store into what might be called a department store on a small scale. What do you think of it, and how would you go about making the change? I am now doing a cash business."

It is a fact that department stores are becoming more and more popular, and it appears very reasonable that a store that has already as diversified interests as furniture, carpets and hardware, etc., etc., could profitably branch out into a few more lines. Another thing in the store's favor is that it is already established on a cash basis, as this is the ideal system for a department store. A town of thirty thousand

inhabitants is plenty large to support one good all-around department store.

As our correspondent does not give many details in regard to his circumstances, I find it rather difficult to give good advice about how to originate and spread out into a department store. If he has plenty of capital and energy and nerve, and the surrounding circumstances are just right, he could well afford to spring out all at once, adding four or five new lines of merchandise at one time. If the surrounding circumstances are not as favorable as they might be, and his capital is limited, I would advise either waiting for more favorable circumstances, or would only attempt to add one department at present, such as could well be handled with the capital at command, and then from time to time adding other departments as it might seem necessary or profitable. I would begin by adding the line in which there seemed to be the greatest prospect for making a success. The prospects of success would be determined upon by the demand for the goods, and the investment which would have to be made and the amount of expense necessary in handling the new line and other things.

I think I should begin by adding dry goods, including those lines commonly known as dress goods, wash goods and linens. These lines attract women, and women's trade is easiest to get for the rightly conducted retail store. Men are harder to reach, and it requires more time to build up a trade in lines of men's goods than it does in lines of goods used by women.

I think I should not begin by adding to my present lines a stock of carpets, although carpets and furniture ought to sell well together. The objection to starting with carpets would be that the carpet business is very hard to do on a strictly cash basis, besides involving a good deal of outlay to carry stock. As a rule people object to paying cash for their carpets; they nearly always expect to be given time. Very rarely are they willing to pay for the carpets when they buy them, and the only way to do a carpet business on a

cash basis is to request a deposit when the carpet is bought and then collect the rest when the carpet has been laid on the floor. Few people will pay for the carpet before they know how it is going to fit their room.

If the gentleman who has the store is not acquainted with handling the dry goods business the first thing that he ought to do is to engage an experienced dry goods man. Buying and selling dry goods is entirely different from buying and selling furniture, and a man that would make a success of one thing would probably make a very bad failure of another. Get the best dry goods man that you can secure, no matter if his price is a little bit more than you feel you ought to pay. If possible, get some established dry goods man in the town where the business is to be carried on. In a town of thirty thousand inhabitants a man's popularity goes a long way toward bringing trade, and a man already known to the local trade as a good manager for a dry goods store would make the best man to place at the head of the new dry goods department. Advertise it with as much skill as possible, but don't forget that an advertisement which would sell hardware is not always the one that would sell dry goods. Every line of goods requires a little different handling from other lines to reach the people who use it.

A great deal of care must be taken not to use statements which have the appearance of being contradictory, or which are worded so that you seem to say something that you really don't mean. We have received from a firm in Ohio an advertisement which reads like this:

"Which do you like? Do you enjoy trading at a store where everything is sold at a low margin of profit—where every article is exactly as represented—where every one is treated alike—where you can always find the latest styles?

"Or would you prefer to have things just the opposite?

"If you care for all these things you will buy dry goods, cloaks and millinery from us."

This firm certainly seem to be accommodating, as, taking their advertisement literally, they offer you almost any kind of treatment that you want. You can get either fair treat-

ment, or, as they say, just the opposite, for they tell you if you care for all these things (which seems to refer to both the good and the bad) you will buy from them. What they intended to say and what they should have said is: "If you care for these advantages and want to avoid their opposites you will deal with us."

A merchant who keeps a grocery and drug store in a Western city writes and unburdens his heart on the subject of substitution. He says that the owners of proprietary articles are making too much fuss on the subject, and that the storekeeper has some rights in the matter as well as they have. He has a number of articles put up under his own name which he believes to be just as good as those which are advertised, and he thinks he has as much right to sell these goods as the owner of a proprietary has to sell his. He asks me to say what I think of it from the storekeeper's side.

I do believe that substitution is a great evil, and that it is doing a great many manufacturers an injury, but I believe that it is doing a great many consumers a greater injury than it does the manufacturer. I believe that a merchant who attempts to sell to a customer an article that the customer does not want, and would not take if she knew what she was getting, is a thief.

I think that in the whole United States there are very few such merchants, and I believe the owners of proprietary articles are to a large extent going about correcting this evil in a wrong way.

I understand that the owner of Carter's Little Liver Pills claims that he has lost half his trade through substitution, and, if that is the case, it is a very sad thing for him. I believe that he has lost a good deal more trade through the fact that he does not advertise Carter's Little Liver Pills as they used to be advertised. I have not seen any of his advertisements lately that dwell upon the merits or the results accomplished by Carter's Little Liver Pills. I believe that he would do more business if he would *quit advertising substitution* and advertise Carter's Little Liver Pills instead.

He is very much like the retail merchant who forgets to advertise his goods in his fight against the bad methods and dishonesty of his competitors. Now a

substitute is not a bad thing for the consumers where it gives them as good a thing as the original, and therefore I would not advertise substitution so much as I would the merits that my remedy or article has that the substitution has not. There isn't anybody that wants a substitution if they are thoroughly convinced that the original is the best.

I know a retail dealer in New York City who advertises Pears' Soap at a low price, but he is either out of it when you call or unless you watch very carefully some other soap is given you in place of Pears'. Now, a man who will do this is a liar and a thief.

I believe that it is best for the storekeeper at all times to give the customer just what she asks for and nothing else. I do not think it is best for the storekeeper himself to induce her to take something else. The thing for the storekeeper to do is to carry the goods that are asked for regularly. The way to build up trade is not to carry what *you* desire, but what *your customers* desire. Any man who follows any other practice is making a mistake, and is going to be left in the long run.

Naturally, a storekeeper does not want to lose his trade, and if a customer comes in and calls for a thing that through some accident either the storekeeper is out of or for some reason or other he does not carry, there is no crime in the storekeeper saying to the customer that he has not the goods, but that he has something else which he believes just as good. I do not believe, however, that it is good policy to ask the customer to take this substitution when she seems really to desire to get the thing first asked for. The best way would be for the storekeeper to say to the customer that he would get the original article asked for, and if she then did not care to wait or go elsewhere, he could offer the article of his own which he wished to recommend.

If I were trying to combat the evil of substitution, the thought that I would try to impress upon the public would be the danger and risk which they run in taking substitutions. Local merchants may be ever so honest in their recommendation of their own goods, but their recommendation is not as strong as the recommendation of the thousands who have used and known the merits of the original article.

One man is liable to be mistaken,

even though he may honestly believe that his pills are as good as Carter's. The millions who have used Carter's are not liable to be mistaken when they say it is a good medicine. I would try to impress upon users of liver pills that it is very foolish to take an unknown article when they can get the original, which has been tested for years.

* *

The man that hires the help for any store may be a good or bad advertisement for that store. He can make friends or enemies according to the way that he acts toward the people who wish employment. Nearly every store that employs anybody is overrun with applicants for positions. These applicants select all hours of the day and all kinds of methods for getting at the party who engages the help. They are often too persistent and frequently make themselves disagreeable. Remember, however, that the fact that the persons are seeking employment, while they may sometimes be a little overzealous in their efforts, indicates that they are sincere and honest in their desire to procure work. They are not of the idle class who are neither of any use to themselves or to the community.

If a store has ten applicants a day for employment, the man who does the hiring may not be able to give any of them employment, but can by his treatment of the applicant make ten friends or ten enemies for that store.

Not only this, but he should not in any way discourage people who are looking for work, for if he does he will be a public enemy. The man who encourages them in their endeavors to earn an honest living, even though he may not be able to provide them with means of getting this living, is a public benefactor.

It may be necessary to refuse all these applicants who want positions, but you can do it in such a manner that they will not only be encouraged to try elsewhere, but they will go away and think how much they like your store on account of the courteous treatment that they received. These people who are looking for work to-day may be your customers to-morrow when they have found the employment that they seek, or they may be the customer of your rival, who treated them more courteously when they most needed courteous treatment and encouragement.

A WONDERFUL CURE.

A correspondent of *Ad Sense* claims the honor of having discovered a new star in the advertising firmament, and submits the following excerpt from the author's writings to substantiate the claim. This master stroke of literary genius "happened" in an 1891 almanac advertising Dr. Morse's Indian Root Pills. After an exhaustive research nothing has yet been found which is quite the equal of this "Short History of Dr. Morse's Father":

The father of Dr. Morse was a fine-looking old gentleman, and spent his ninety-fifth birthday (20th of November, 1847) with his celebrated son and interesting family. A number of years ago this good man was very sick. He had eight of the most celebrated doctors to attend him both night and day. With all their skill this good and pious gentleman grew worse and worse, and finally they gave him up, saying it was impossible to cure him and he would soon die. The next day, about 9 o'clock in the morning, he called his wife to his bedside, saying: "How painful it is to die without seeing my son, our only child. Though I have spent large amounts of money to have him educated as a doctor, after which, to have him thoroughly understand the way to cure disease, I persuaded him to travel in far distant lands, among the savage Indian tribes, and then he would learn their successful manner of curing diseases in nature's way, from plants and roots; the thought of my engaging him to go, as I am about to die, grieves me much. But tell my son when he returns always to supply the wants of the poor."

Here he stopped, being in great distress, but in a few minutes his pain ceased, after which he took a short nap, being the first of any amount for several days. In the afternoon he was taken with shortness of breath, and was supposed to be dying. The neighbors were sent for, the room was soon filled, and many prayers were offered up from the very hearts of those dear Christian people that some relief might be obtained for this good and pious man. While these prayers were ascending, like sweet incense to the throne above, and every eye was bathed in tears, a rumbling noise was heard in the distance, like a mighty chariot, when all at once a fine span of horses before a beautiful coach stood before the door, out of which alighted a noble and elegant-looking man.

In a moment he entered the room and embraced the hand of his father and mother. She clasped her arms around his neck and fainted away. The doctor, surprised to see his father so nearly gone, immediately went to his coach, taking therefrom various plants and roots, which he had learned from the Red Men of the forest as being good for all diseases, and immediately compounded them together and gave them to his father, and in about two hours afterward he was very much relieved. He gave him small doses every three or four hours, just to keep his bowels regular, and have them cleanse and purify his blood. Two days after he was much better, and the third day he could walk about the room. He has occasionally taken them ever since, and now we behold him a strong, active man, and in the bloom of health, and, at the age of 95, able to ride in one day 35 miles in order to spend his birthday with the celebrated doctor, his son.

THE object of the butcher's advertising is to make both ends meat.

A PROGRESSIVE COBBLER.

In these days of keen competition between merchants, the inducements held out to prospective customers often take on the character of gift enterprises, says the *New York Sun*. The customer who can induce others to trade at a particular store can always make better terms for himself, and this element in trade is not confined to the wholesale houses or the important retail stores in the shopping district. Competition is evidently just as brisk and shopkeepers are as wide-awake in remote sections of Greater New York. On upper Third Avenue, near One Hundred and Fiftieth street, a progressive cobbler pegs away at his trade in a basement under a barber shop. There are three cobblers on the block, and there is a public school in the immediate neighborhood. This particular cobbler has a sign in front of his place of business, announcing that "five cents will be given to every boy who brings a pair of shoes to this shop to be patched." The cobbler said, when interviewed, that even the small boys nowadays in New York exacted a commission on all business transactions. He said: "I don't know what my neighbors do. Probably they have got some scheme that beats mine, but I know I could not afford to pay the rent of this basement if I did not make it worth while for the youngsters to bring their shoes here to be mended."

"AYER'S NEW-PAPER ANNUAL."

Our revision form expressly states that circulation reports, unaccompanied by affidavit or detailed statements, will be liable to be reduced, if, in the opinion of the editor of the annual, such action is advisable. Unfortunately, every year several hundred reports are made out in such a way that the acceptance of the figures given therein is entirely out of the question, and the ratings in such cases represent the editor's estimates, such estimates being based either on other information in hand or on what he may consider to be more in accordance with the facts. The efforts that we have made for the past two years to obtain detailed statements have been made with the express object of impressing upon publishers that the ratings which may be accorded will be very liable to be estimated below the circulations claimed, unless those claims are substantiated by statements in detail.

It is not true that we "will print a publisher's plain statement as cheerfully as his affidavit or detailed statement." We very much prefer that one or the other or both be furnished, and in many cases absolutely require it.—*N. W. Ayer & Son*.

THE "LADIES' HOME JOURNAL."

I know of no publication that so carefully protects the advertiser as the *Ladies' Home Journal*. It is almost the only publication that prints its advertising pages with the same care that is given to the balance of the publication. The advertiser gets good returns for his money. If his plates are not good, they are made good, and when the advertisement appears it makes a good appearance, and is what he paid for.—*Oscar E. Binner, in Profitable Advertising*.

APPARENTLY NO NECESSITY.

Kerr—To succeed in New York a journalist needs to have a great nose for news.

Biff—I don't see why that is. Most of the news published in the papers is so very odorous.—*Truth*.

"LETTERS RECEIVED HERE."

There are probably but few residents in the British metropolis and the big provincial cities to whom the above legend is not fairly familiar. It is usually displayed on a dirty and fly-specked card hung in the window of a tobaccoist, a confectioner, or one of those establishments known as "general shops."

The proprietors of some of these establishments do undoubtedly carry on a genuine business, cater to a legitimate demand, and so far as in them lies prevent the facilities they offer from being pressed into the service of the swindling fraternity. Others are not so particular; while some few are undoubtedly in league with the sharks who live by preying upon the credulity of other people.

These latter often make, from their point of view, a pretty good thing out of it, for not only does the swindler have to pay a pretty stiff sum to get possession of his letters, but the biter is himself as often as not bitten by the proprietor of the shop. How?

John Jones, we will say, advertises a new 1867 bicycle, a large paper copy of Ruskin's "Modern Painters," a gold watch or a patent mouse-trap—letters with inclosures, to be addressed "Bargain," 33 Juggins street, Blank Square, W. In due course the fish begin to bite, and out of the pile of twenty or thirty registered letters the proprietor selects three or four of the most promising looking for himself. John Jones may know perfectly well that he is being "had." But where is his remedy?

Or take the case of the man who advertises, intent upon swindling, yet wishful also of keeping just within the limits of the law. This individual is careful, in return for value received, to forward the goods such as they are. The proprietor of the shop faces the irate customer—for a consideration. Follow up any one of the dozens of obviously fraudulent advertisements to be found any morning in the columns of the daily press—the "wedding-present-plate" swindle, the "widow-lady-going-to-India-with-the-piano-to-sell" fraud, or the "sealskin-jacket-for-ten-guineas-worth-fifty" take-in, and, in nine cases out of ten, you will find it emanates from a letters-received shop. The "sent on approval willingly" is, of course, all moonshine. The advertiser takes precious good care not to part with the goods until he receives the money, and once you have parted with your check or postal order you stand a very slender chance of ever seeing it or its value again.

But although the "snide" advertiser of worthless goods is the mainstay of the majority of these establishments, they are also resorted to by a whole host of other folk, each of whom has his or her own particular ax to grind. The "literary pirate," who copies out, neatly and cleanly, a telling article such as the soul of the editor loveth from a back number of some contemporary, and palms it off on the too-confiding one as his own, finds it politic to date from one or the other of these convenient postes-restantes.—*London Answers.*

CURRENCY REFORM.

"It seems to me," said the man who, in an unguarded moment, had allowed his wife to lure him into a dry goods store; "it seems to me that we need currency reform."

"What do you mean?" she asked.

"Why, instead of issuing dollars and fifty-cent pieces, the Government ought to turn out ninety-eight cent bills and forty-nine cent pieces!"—*Puck.*

THE IDEAL CLERK.

He has not been discovered. When found, he will be possessed of attributes that will distinguish him from his fellows. He will be neat and cleanly in person and dress, courteous and pleasant in manner, not given to obsequiousness but having a dignity of manner that distinguishes the gentleman from the cad. He will be attentive to the wants and interests of customers and employees, serving them both at the same time and in the same degree. He will know the goods he handles, but will not know more than the customers about the goods they want. He will be quick, energetic, thoughtful, precise, attentive and obliging. He will consult the wishes and follow the instructions of his employer, and will watch the clock at his home more carefully than he watches the clock at the store. He will keep his goods in order, display them to the best advantage at all times and under all circumstances. He will work for his employer as he would for himself, and if he is a man of strict honor will work even harder. Such will be the ideal clerk. The trouble with discovering him now is that when he has about reached this point of perfection he goes into business for himself.—*Hardware Reporter.*

THE MODERN METHOD

It is becoming more and more a custom among advertising managers to approach a prospective advertiser with a definite proposition. One or more ads are carefully prepared and set up in attractive form in space adapted to the needs of the advertiser. Press proofs are taken, and these are submitted with a definite price for a definite period. If the ads are well done, it is natural for the merchant to wish to see them in the paper, and if results are apparent, the advertiser is almost certain to continue to patronize the paper. Knowing the constituency of his paper, the advertising manager is in a peculiarly advantageous position to prepare matter that will produce results so marked that even the advertising novice will be wedded to the use of his paper. The time necessary to prepare these speculative ads and to put them in type is of small moment when the chances of securing an advertiser are so greatly increased thereby.—*Newspaperdom.*

PRE-EMPTED BY MEN.

The emancipated woman has entered many trades and professions, and shown her ability to successfully compete with men in almost all of them. There is one business, or rather profession, in which she is calculated to shi. but which she appears hitherto to have overlooked. I refer to the advertising business. The successful people in this business are in receipt of large salaries. But, with rare exceptions, they are all men.—*O. Herzberg, in Woman's World.*

WHAT THE ADVERTISER WANTS.

What the advertiser wants is not beautiful ads so much as powerful ads. The most effective salesman is not he who attracts because of his fine clothes, but he who, by his personality, good sense and logic, convinces his customer.—*Advertising Experience.*

HARD TO BEAT.

"This," said the man of the house, as he mournfully surveyed three carpets and ten rugs hanging on the clothes line; "this is a combination hard to beat."—*Princeton Tiger.*

ON THE THRESHOLD.

We stand to-day on the threshold of an epoch of business prosperity which promises to surpass any other in our history. The extension of trade, the growth of industries, the expansion of commerce, the accumulation of wealth, and the magnitude and magnificence of invention, discovery and achievement to which it will attain will equal the most dazzling flights of the imagination or the most daring predictions of prophecy. This new thing which we observe is no sporadic movement doomed to pass into desuetude and death. It is the nascent life of a virile and forceful power which will soon infuse itself into every branch of business and reach into every nook and cranny of the land, transform this doleful people into the happiest, the healthiest, the most cheerful and most active in all the world.—*Art in Advertising, New York.*

AN ADVERTISING SPOOL SCHEME.

There is probably as much ingenuity exhibited in the line of advertising devices as in any other line of invention. One of the latest is that patented May 18th by George Fredericks and P. J. Arbeiter, of New York City. It is in combination with spools of machine thread. The advertisement is rolled up and inserted in the center bore of the spool, and secured therein by the usual circular spool label. The act of fitting the spool on the machine rod ejects the advertisement in front of the operator, fairly "forcing" it, as it were, upon his or her notice.—*New Ideas, Phila.*

PLAIN BILLBOARDS NECESSARY.

If a bill is not easily and quickly comprehended and the point intended to be made by it forcibly brought out, in other words, if it is not such as "he who runs may read," to use a much-quoted but appropriate phrase, the advertiser had better not have spent his money.—*Art in Advertising.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.
Must be handed in one week in advance.

KENTUCKY.

OWENSBORO INQUIRER, daily, Sunday and Twice-a-Week, publishes more news, fresher news, and is more extensively read than any paper in Western Kentucky.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday News; established 15 years; 2 cents a copy; sworn circ'n 4,220 copies. Reaches the best homes. Rates 25c. inc. Write C. M. SHAFFER & CO., Youngstown, O.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in THE REGISTER.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man. Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.

THE "P-I"

SEATTLE POST-INTELLIGENCER.
Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater circ'n than any other W. Va. English daily.

CANADA.

\$28 FOR 1 inch, I. A. W., for 3 mos. in 32 best papers in Quebec Prov. excluding Montreal. E. DESBARATS AD AG'CY, Montreal.

Displayed Advertisements.

Must be handed in one week in advance.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

The Courier

EVANSVILLE, IND.,

guarantees a circulation:

Daily, - - 8,000
Sunday, - 8,400
Weekly, - 7,100

This is more than all the THREE OTHER English papers of Evansville combined can show. Our books are open to prove our claim.

W. E. SCOTT,

Eastern Representative,
American Tract Building, N. Y.

THE EDITION OF

The American Messenger

for the months of October,
November and December
will be

60,000 COPIES
EACH MONTH.

Rates 30c. per Line, Gross.
Discounts for Time or Space.

American Tract Society,

PUBLISHERS,

10 East 23d Street, New York.

F. L. WEARE, Adv. Mgr.

200,000 Copies

THE
Sunday
School
Times.

-SPECIAL ISSUE-

SEPTEMBER 18th.

For its own good, and yours if you want it, **The Sunday School Times** will issue a special edition, dated Sept. 18, but going to press Sept. 13.

For the purpose of increasing its list of subscribers (already larger than any other paper's among active Sunday school workers of different denominations, *not children*; over 150,000 copies weekly), a new and select list of names of people directly engaged in Sunday school work has been secured. It has required money, time and correspondence to get these names. They represent about 50,000 of the best religious families of different denominations.

The September 18th issue of **The Sunday School Times** will be mailed to these people. This one edition will be about two hundred thousand (200,000) copies. Every copy will receive careful reading.

The advertising space will be limited.

We give the option of space for acceptable advertising at the low regular price: 80 cents per line, or \$11.20 per inch.

All details must be settled by Sept. 13th, and first orders coming will have first call on the space.

THE RELIGIOUS PRESS ASS'N,
104 South Twelfth Street, Philadelphia, Pa.

New England's Family Paper.

The Portland Transcript

The average circulation of the **TRANSCRIPT** for the year ending July 31, 1897, was

23,443¹⁴/₅₂

More than one half of the **TRANSCRIPT's** readers live in Maine; nine-tenths of them live in New England.

The **TRANSCRIPT** is in its 61st year. It prints 12 pages each week, and every page is read by the best people of New England.

Draw Your Own Conclusions.

Will it pay you to advertise in a paper of literary merit, the long-time favorite of 23,443 American households?

The Cost Is Moderate.

A four-inch ad costs \$163.80 for six months. The same ad next pure reading matter costs \$180.18. Why not write us?

TRANSCRIPT CO.

Portland,

Maine.



as well as the oldest in the 700,000 families visited monthly by the five family papers of LANE'S LIST, rely on the advertisements in them. Is your announcement there? Full information given for the asking.

WALTER D. STINSON,
AUGUSTA, MAINE.

Make . . .
Advertising
Pay



THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896
to no less than

15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches
15,035 families must pay
advertisers.

10 Cents a Copy.

\$1.00 a Year.

GODEY'S MAGAZINE.

Goes monthly into
75,000 homes.

It is ably conducted,
on progressive lines.

It appeals to women
of high intelligence, the
sort of bright women
who buy liberally themselves
and influence the
purchases of others.

Its subscription list has
steadily grown during
the recent hard times,
which indicates its popularity.

The growth of its circulation
has made its advertising
rates remarkably low.

Send for Rate Card.

THE GODEY COMPANY,

52 Lafayette Place,

New York.

THE LADIES' WORLD

IS READ IN OVER

400,000 HOMES

It Possesses
STRENGTH
AND
AGE
It's a
MONEY-
MAKER
for
Advertisers

How to reach the best class of buyers is a question to which advertisers must give much attention if good returns are to follow their efforts in securing trade through advertising. Hundreds of persons have found that one good way to reach the end desired is to take space in THE LADIES' WORLD, and their testimony is that this medium is a most excellent money-maker.

When a good medium, going to a well-to-do class of readers, is able to offer a gross rate of less than half a cent per line for each thousand copies, well-informed advertisers must admit that the price is very low. When an advertisement is in good company, it is more certain of giving profitable returns. In THE LADIES' WORLD only reputable advertising is found.

Where a low rate is combined with an established household magazine, such as is found in THE LADIES' WORLD, and this low rate will place your advertisement before a good class of women readers who are excellent buyers at all seasons, is it not worth your while to write and get an estimate? A request to the publishers will place you in possession of any information you may desire.

Reaches
the
Well-to-do
Class
of
Women
S.H. MOORE
& Co.
Publishers
NEW YORK

It's **THE LADIES' WORLD** that has the **Big Circulation**

It's THE LADIES' WORLD that has the large paid-in-advance subscription list.

It's THE LADIES' WORLD that has both age and standing.

It is THE LADIES' WORLD that has, through both good and bad seasons, paid advertisers handsomely.

GET IN OUT OF THE WET

SEE HOW



NEW YORK.

Attica.....	70	Corning.....	1,400	Kirkwood...	75	Painted Post	140
Albion.....	140	Curtis.....	40	Kanana.....	55	Pine Valley...	30
Avon.....	210	Cameron.....	40	Lancaster...	40	Rochester...	2,000
Avoca.....	90	Cameron M's	40	Limestone...	50	Randolph...	60
Adrian.....	25	Canisteo.....	240	Litchfield St	15	Richford.....	25
Alfred.....	55	Cohocton.....	70	Locke.....	25	Romulus.....	35
Allegany.....	70	Cortland.....	510	Lockport....	600	Rathbonev'e	30
Almond.....	50	Cuba.....	175	Lyons.....	125	Silver Creek	30
Andover.....	100	Campville....	70	Lisle.....	30	Smithboro...	28
Arkport.....	70	Dalton.....	25	Lindley.....	25	Susques'n B.	35
Auburn.....	510	Dayton.....	25	Medina.....	160	Syracuse.....	600
Addison.....	270	Dryden.....	70	Marathon...	80	Spencerport.	35
Batavia.....	75	Dansville....	300	Mayville....	30	Springwater.	25
Baldwinsv'e.	30	Dunkirk.....	215	Middleport..	40	Salamanca...	150
Barton.....	35	Dresden.....	40	Moravia.....	70	Savona.....	60
Beaver Dams	60	Dundee.....	190	Moreland....	25	Spencer.....	50
Belvidere...	30	Deposit.....	125	Middleport..	25	Scio.....	40
Brocton.....	30	E. Corning...	30	Mt. Morris..	210	Seely Creek..	40
Brockport...	135	Elmira City, 7,200		Manchester..	30	Swartwood...	40
Belmont.....	90	Erin.....	25	Middletown.	300	Tiosa Center	30
Buffalo.....	1,300	Fairport.....	40	Mt. Morris..	80	Tonawanda...	90
Burns.....	40	Friendship..	75	Millport....	45	Trumansb'g.	125
Bath.....	490	Glenora.....	25	Newark.....	35	Union.....	110
Big Flats...	75	Goshen.....	100	Newfield....	40	Varna.....	30
Bloods.....	50	Gowanda....	30	Niagara F's.	50	Victor.....	35
Breesport...	280	Groton.....	150	Nichols.....	40	Vestal.....	25
Binghamt'n.	3,600	Gulf Stream	30	Nunda.....	60	Van Ettenv'e	90
Callicoon...	40	Greene.....	70	Newark.....	60	Wayland....	80
Canaseraga.	50	Geneva.....	500	Newark Val.	50	Wellsville...	450
Candor.....	65	Homer.....	150	New Milford	50	Woodhull...	120
Carrollton..	25	Hornellsv'e..	1,600	Norwich.....	225	Wayland....	90
Cayuga.....	25	Hamm'dspt't.	110	Olean.....	900	Whitney's Pt	50
Chapinsville	25	Hancock.....	45	Owego.....	700	Wallace.....	40
Chester.....	40	Harford.....	25	Oxford.....	60	Watkins.....	525
Clifton Sp'gs	40	Himrod.....	30	Penn Yan...	650	Waverly....	925
Canadatusna	510	Havana.....	140	Perkinsville.	25	Wellsburg...	90
Campbell...	30	Horseheads..	300	Peruville....	25	Warsaw.....	100
Chemung...	120	Ithaca.....	1,250	Phelps.....	65	Warwick....	65
Coopers.....	30	Jamestown...	800	Port Jervis..	350	Westfield...	30

PENNSYLVANIA.

Archbald....	125	Hop Bottom..	25
Arnot.....	75	Inkerman....	70
Athens.....	400	Jermyn.....	110
Bethlehem..	60	Kendall C'k.	60
Bradford...	500	Knoxville...	60
Blossburg...	150	Laceyville...	35
Corry.....	100	Laxawaxen...	40
Carbondale..	850	Lanesboro...	70
Clark's Sum.	60	Langdon....	25
Canton.....	90	Lock Haven.	40
Covington...	35	Lawrencev'e	55
E. Stroudsb'g	75	Meadville...	70
Elkland.....	60	Mehoopany..	25
Elmer.....	25	Moscow.....	40
Glenburn...	60	Mauch Ch'k.	100
Great Bend..	170	Meshoppen..	40

LVANIA.*

Mansfield...	150	Sunbury....	30
Milertown...	25	Susquehanna	350
Morris Run..	75	Sayre.....	550
Nicholson...	45	Sheshequin..	30
North East..	30	Stokesdale..	25
N. Towanda..	55	Titusville...	90
Nelson.....	30	Tobyhanna...	40
Niles Valley.	30	Tunkhann'k	75
Olyphant...	350	Towanda....	460
Oacoala.....	40	Tioia.....	80
Peckville....	60	Troy.....	120
Pittston....	1,500	Willamsp't.	190
Ralston.....	30	Wilkesbarre.	300
Renova.....	45	Wellsboro...	275
Ridgely.....	90	Westfield...	60
Scranton....	5,900	White Haven	60

A. F. RICHARDSON,
Tribune Bldg. New York City.

Chamber of Commerce, Chicago.
Red Lion Court, Fleet St., London.

CIRCULATION

In New York and Pennsylvania, exceeding 55,000
In other States and Canada, " 30,000

Do You Want to Reach

STEADY AND LIBERAL PURCHASERS

all over the country, or only in a portion of it? One of our papers is national in circulation, covering Protestant denominations. Six of them cover the Middle States, each of them in a different denomination. One reaches the adjoining Southern States. Altogether every week they are read thoroughly in over

240,000 homes

of buying families by people who believe in them and trust their teaching. They don't duplicate circulation.

Shall these families be taught that you have something they should buy? If you have anything of that kind, it will pay you and them to come together. We make it easy for you to do it. There are no other advertising mediums by which you can reach these people so easily, so well, with so much indorsement, or at so small a cost. For twenty-two to twenty-seven years these papers have been progressively growing from small beginnings until now they are the favorite weekly advisers in these religious homes. When you make up your advertising list, be it large or small, it will be all the better for having some or all these papers on it.

Ask your agents about these papers, or, if there is any information we can give, it will only require a letter from you to get it. You can use any or all of them as suits you best.

We shall be pleased to give you full information and put at your disposal all the helpful assistance which lies in our power to make your advertising use of these papers satisfactory and profitable to you.

**PUT
THEM
ON
YOUR
LIST**

Philadelphia

**SUNDAY SCHOOL TIMES.
LUTHERAN OBSERVER.
CHRISTIAN STANDARD.
PRESBYTERIAN JOURNAL.
REF. CHURCH MESSENGER.
EPISCOPAL RECORDER.
CHRISTIAN INSTRUCTOR.
CHRISTIAN RECORDER.**

The Religious Press Association,

104 S. 12TH ST., PHILADELPHIA, PA.

Gold • Alaska • Klondike

Seattle, Washington,

is the natural terminus. All the Alaska Boats sailing for the

GREAT GOLD FIELDS

leave from SEATTLE and make no other stops.

It is the natural trading point. Has plenty big stores to handle the demand for supplies.

THE SEATTLE POST-INTELLIGENCER

(DAILY — SUNDAY — WEEKLY)

is the big newspaper, of the Pacific Northwest section. Contains all the big gold findings and full news accounts. Circulates all over the country and has more than double the circulation of any newspaper published in that State. Advertising Rate cards on application. *Send for sample copies free.*

SEATTLE POST-INTELLIGENCER.

JAMES D. HOGE, Jr., Manager,
A. FRANK RICHARDSON, Seattle, Wash.
Special Eastern Representative,
Tribune Bldg., New York.

Leaders in Ohio

LEADERS IN OHIO.

AKRON, Beacon-Journal
 ASHTABULA, Beacon
 BELLEFONTAINE, Index
 BUCYRUS, Telegraph
 CAMBRIDGE, Jeffersonian
 DEFIANCE, Republican-Express
 EAST LIVERPOOL, Crisis
 FINDLAY, Republican
 GALLIPOLIS, Journal
 HAMILTON, News
 IRONTON, Irontonian
 KENTON, News
 LANCASTER, Eagle
 LIMA, Times-Democrat
 MANSFIELD, News
 MARIETTA, Register
 MARION, Star
 MASSILLON, Independent
 MT. VERNON, News
 NEWARK, Tribune
 NORWALK, Reflector
 PIQUA, Call
 PORTSMOUTH, Times
 SALEM, News
 SANDUSKY, Register
 SIDNEY, Democrat-News
 SPRINGFIELD, Republic-Times
 WARREN, Chronicle
 WOOSTER, Republican
 XENIA, Gazette and Torchlight
 YOUNGSTOWN, Vindicator
 ZANESVILLE, Courier.

OHIO Fills
 a large
 space
 in the public mind.

And the leading
 advertis-
 ers culti-
 vate

OHIO

OHIO Never dis-
 appoints
 honest
 people who enter her homes

Offering
 that of real
 merit, in

OHIO

OHIO People
 are intel-
 ligent
 readers and buyers,

On the most intimate terms
 with pa-
 pers pub-
 lished in

OHIO

HERE ARE THE

Leaders in Ohio

Write each paper for Rates.

The Advance In Wheat

will put money into the pockets of the farmers.

THE CHICAGO WEEKLY DISPATCH circulates almost exclusively among the farmers, and thoroughly covers all the States in the Great Middle West. It is indorsed by Senator Jones, Chairman of the Democratic National Committee, and by other prominent leaders of the party. It is the only free silver publication in Chicago with a national reputation.

It will cost you TEN CENTS A LINE. You can begin at once, and stop when you like. Orders may be sent direct or through any responsible advertising agency in the country.

Address

THE CHICAGO DISPATCH,
115-117 Fifth Ave., Chicago, Ill.

"Leading Exponent of the Best
Thought of the South."



The Atlanta Journal

The
Largest Circulation
South of
Washington.

23,930 Daily

THE ATLANTA JOURNAL.

HOKE SMITH, President.
H. H. CABANISS, Manager.



The S. C. Beckwith Special Agency
NEW YORK and CHICAGO.

Established Facts!

The constant, healthy growth of the circulation and advertising patronage of **The Evening Telegram** and **The Sunday Telegram** is no longer in question; it is an established fact.

The Telegram is strong with the people and this influence when exerted through its advertising columns, in favor of its advertisers, infuses new life into the arteries of commerce and causes them to pulsate with renewed vigor and strength.

The Telegram not only has a larger circulation but it publishes more paid advertising than any other newspaper in Rhode Island. It publishes *exclusively* the announcements of more merchants than any other newspaper. The combined judgment of the brightest minds of the community—the live, progressive business men—confirms the popular verdict that **The Telegram** is indeed "*Rhode Island's Greatest Newspaper.*"

Advertisements in **The Telegram** bring results—quick and satisfactory results. Modern business men buy space in the newspaper that gives the greatest measure of returns. Their patronage is not based on a reverence for a newspaper history that has been handed down from antiquity. *Present character and merit* are the most important considerations, and judged from this standpoint, the *absolute supremacy* of **The Telegram** is unquestioned.

THE ADVERTISING RECORD

FOR MAY, JUNE AND JULY, 1897.

Paid advertising in EVENING and SUNDAY TELEGRAM	1,002,988
Total, all kinds of advertising, in Daily and Sunday Journal	948,066
Excess of advertising in EVENING and SUNDAY TELEGRAM over Daily and Sunday Journal	54,922
Total, all kinds of advertising, in Evening Bulletin and Sunday Journal combined,	982,394
Excess of advertising in EVENING and SUNDAY TELEGRAM over Evening Bulletin and Sunday Journal combined	20,594
Paid advertising in, SUNDAY TELEGRAM ,	254,632
Total of all kinds of advertising in Sunday Journal	80,360
Excess of advertising in SUNDAY TELEGRAM over Sunday Journal	174,272

**"JUDICIOUS ADVERTISERS
APPRECIATE A GOOD THING."**

ADVERTISING RATES THOROUGHLY REASONABLE.

PROVIDENCE TELEGRAM PUB. CO., Providence, R. I.

The Peoria Transcript

Covers Central Illinois

more fully than any other paper. It has been the work of forty-one years to be able to do this.

These departments are scarcely touched by other Peoria papers: Society News, Woman's News, Railroad News, Labor News, Secret Society News, Improvement News, Music and Art News, Insurance and Real Estate News; but fully covered by the TRANSCRIPT, in addition to local and telegraph news complete. The TRANSCRIPT, therefore, is more read than any other paper, and because the most read, the best advertising medium. Not a prominent general advertiser is out of it.

Within the past few months over 1,000 new names have been added to the city list. If you want quality, quantity and returns use the TRANSCRIPT.

For rates and sample copies address

THE TRANSCRIPT CO., Peoria, Ill.

PHILIP RITTER, Eastern Representative,
1227 American Tract Society Bldg., N. Y.

The Evening Post.

Makes a specialty of high-

class reading matter of par-

ticular interest to women.

Its series of household

articles have attracted great

attention.

You pay for the Advertising and get the Subscriptions free

It has been supposed that it violated some Post-Office regulation to offer to sell subscriptions to PRINTERS' INK in connection with advertising contracts, but it now appears that the Post-Office Department does not claim any right to thus interfere with the conduct of a private business. In consideration of this fact, and knowing how desirable it is that every man interested in advertising shall become a constant reader of PRINTERS' INK, and knowing also how much people who are interested in advertising do appreciate PRINTERS' INK when they once have an opportunity to see it, it has been decided to issue PRINTERS' INK coupons with every yearly advertising order to the full amount of the advertising order. An advertiser ordering a page once a month in PRINTERS' INK, without position, at \$1,200, gets 240 PRINTERS' INK subscription coupons, worth \$5.00 each, being good for a year's subscription to PRINTERS' INK when returned to the office of PRINTERS' INK with the name of the subscriber indorsed across the back. The advertiser who has a page in every issue of PRINTERS' INK, costing \$5,200, gets 1,040 coupons, and the advertiser who has a classified two-line advertisement, to appear one year, costing \$26, gets 5 subscription coupons.

It will have been noted by many observers that the only advertisements of newspapers appearing continuously in the pages of PRINTERS' INK are of those papers that are conspicuous beyond their neighbors in their capacity to benefit advertisers. PRINTERS' INK chooses its advertisers. A poor paper is not often encouraged to occupy its advertising space.—*Printers' Ink, June 30th, 1897.*

For the benefit of its readers, the advertisers of America, PRINTERS' INK desires that in its pages may be found the announcements of the leading papers of every State, every important section and every great city. PRINTERS' INK takes special pains to keep its advertising pages select and to keep out papers of small account. An examination of the advertising pages of PRINTERS' INK, for a year or for five years, will show that the great papers are advertised there and the small papers are not.—*Printers' Ink, July 21st, 1897.*

To the publisher of a really great paper who wishes to place his announcements before the advertisers of America by inserting them in the pages of PRINTERS' INK a welcoming hand is extended—and easy terms.

The Evening Post.

Makes a specialty of high-

class reading matter of par-

ticular interest to women.

Its series of household

articles have attracted great

attention.

You pay for the Advertising and get the Subscriptions free

It has been supposed that it violated some Post-Office regulation to offer to sell subscriptions to PRINTERS' INK in connection with advertising contracts, but it now appears that the Post-Office Department does not claim any right to thus interfere with the conduct of a private business. In consideration of this fact, and knowing how desirable it is that every man interested in advertising shall become a constant reader of PRINTERS' INK, and knowing also how much people who are interested in advertising do appreciate PRINTERS' INK when they once have an opportunity to see it, it has been decided to issue PRINTERS' INK coupons with every yearly advertising order to the full amount of the advertising order. An advertiser ordering a page once a month in PRINTERS' INK, without position, at \$1,200, gets 240 PRINTERS' INK subscription coupons, worth \$5.00 each, being good for a year's subscription to PRINTERS' INK when returned to the office of PRINTERS' INK with the name of the subscriber indorsed across the back. The advertiser who has a page in every issue of PRINTERS' INK, costing \$5,200, gets 1,040 coupons, and the advertiser who has a classified two-line advertisement, to appear one year, costing \$26, gets 5 subscription coupons.

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To the publisher of a really great paper who wishes to place his announcements before the advertisers of America by inserting them in the pages of PRINTERS' INK a welcoming hand is extended—and easy terms.

The September issue of the American Newspaper Directory (1897) is now in the hands of subscribers. Price FIVE DOLLARS.

The only publishers of a newspaper directory who now make any persistent and searching effort to give accurate circulation ratings, by a uniform and exacting test, are George P. Rowell & Co. And I recently read in a periodical printed in the interest of newspapers and advertisers a severe diatribe against these publishers "for a system of circulation-spying into the private affairs of newspapers which would not be tolerated against merchants," omitting the very significant difference, that if merchants were engaged in selling an article to the public and withholding a part of the promised measure, a common practice among newspapers, in relation to circulation, such merchants would soon find themselves behind the bars and the newspapers pursuing them like a Nemesis for obtaining money under false pretenses. If the publication of a directory by our association (The American Newspaper Publishers' Association) afforded promise of reform of this abuse, at once the most obstructive of all combined hindrances to the growth of advertising, a loud amen would be heard for the new plan, but, unfortunately, not even a majority of our own membership have as yet subscribed to the inevitable reform.

January, 1896.

W. J. RICHARDS, Mgr. Indianapolis News.

There are about 5,000 papers in America that print more than a thousand copies each issue. Of these about 2,000 wish and are glad to have their circulations known, and about 3,000 wish to make people think they are willing, but are not so in fact. The publishers of the second class being in the majority, are likely to dominate newspaper conventions, but those of the 2,000 are pretty unanimous in their statements that the *Chicago News* correctly voiced their sentiments when it said:

"Messrs. Geo. P. Rowell & Co.'s American Newspaper Directory has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give this information the editor of the Directory encounters his most difficult work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead.

"The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have not been accepted by the Editor of the Directory. The attacks of papers of this class upon the corrections of the Directory have, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s American Newspaper Directory is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country."

GEO. P. ROWELL & CO., PUBLISHERS,

No. 10 Spruce Street, New York.

The Newspaper Directories.

THEY ARE ALL BAD.

It is a reflection on an advertiser's intelligence if he depends upon a newspaper directory for his knowledge of a newspaper's circulation. In the majority of cases a newspaper directory misdirects. These publications are eminently unreliable and must be, from the nature of the case, for their publishers do not take the pains nor use the means to make them reliable. They are, all of them, primarily an advertising scheme designed to catch the dollars of the publishers. Their accuracy as far as circulations go is of very minor importance as compared to the number of advertisements of newspapers that can be crowded into them at a hundred a page. The only sure way a newspaper has of having its circulation accurately given in them is to consent to being mulcted for a considerable sum for an advertisement. And this doesn't pay.—*The Massachusetts Editor*, Aug. 10, 1897.

AND ROWELL'S IS THE WORST.

If there is a firm of directory publishers in more universal contempt among newspaper publishers, or more justly so, than Geo. P. Rowell & Co., 10 Spruce Street, New York, it hasn't yet been made manifest. The reason is very apparent. In a word, it's their methods of polite (and yet not so very polite, after all) blackmail. It is their superciliousness toward the host of influential weekly papers, "country papers," which they always consider with contempt. Broadly speaking, the only good words the *American Newspaper Directory*, or their other organ, PRINTERS' INK, has to say are of those papers who submit to being "hung up" by this firm. At its last meeting in Boston the Suburban Press Association passed the following report of a committee by a rising vote: "Your committee, to whom several months ago was referred the matter of inaccuracies concerning the circulation and standing of New England newspapers as set forth in the *American Newspaper Directory*, published by George P. Rowell & Co., would respectfully report that, in their judgment, the directory alluded to is so manifestly unjust, unfair and inaccurate in said showings, that it should merit the contempt of the association, and be ignored in every instance by its members and newspaper men generally."—*The Massachusetts Editor*, Aug. 10, 1897.

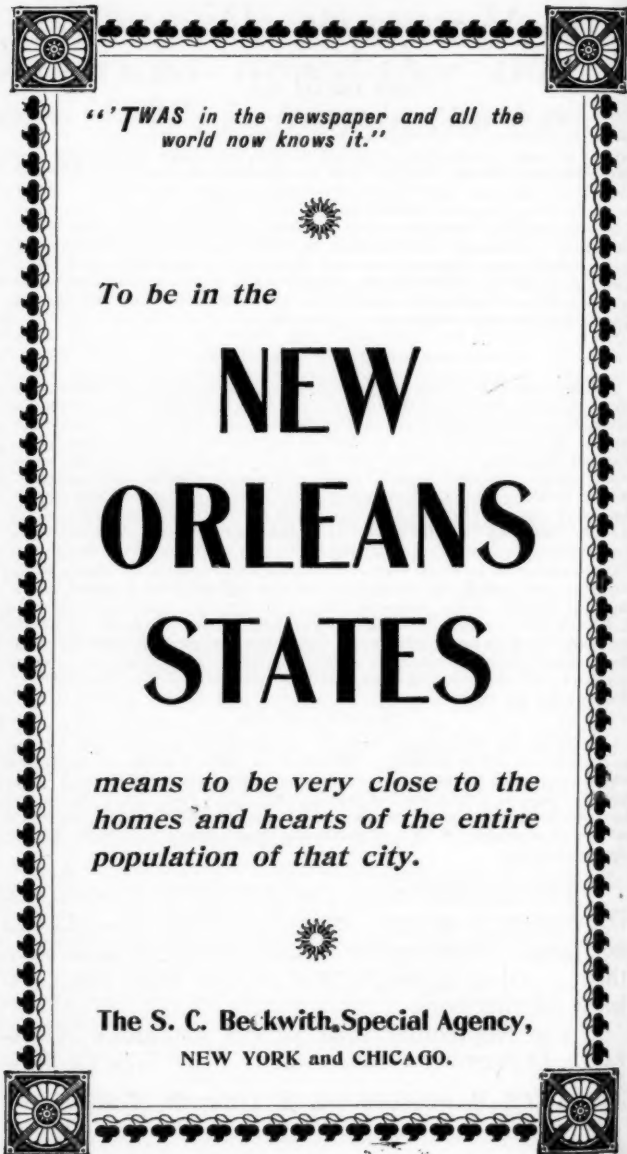
ONE OTHER OPINION.

Some of the publications devoted to advertising subjects are kicking against the *American Newspaper Directory*, evidently coached by publishers who are too cowardly to quote or acknowledge their actual circulation. They have no reason to utter a word of reproach, but, on the contrary, if they would furnish a truthful statement for the only directory of intrinsic value they would aid the improvement of it still further.—*Stanley Day's Advertisers' Guide*, September, 1897.

• The publishers of the AMERICAN NEWSPAPER DIRECTORY welcome criticism. False charges do no harm. Pointing out actual faults tends to cure them. Alleging faults that do not exist reacts in favor of the book.

The September issue of the AMERICAN NEWSPAPER DIRECTORY is now ready. Price Five Dollars.

GEO. P. ROWELL & CO., Publishers,
No. 10 Spruce Street, New York.



*"'T WAS in the newspaper and all the
world now knows it."*



To be in the

NEW ORLEANS STATES

*means to be very close to the
homes and hearts of the entire
population of that city.*



The S. C. Beckwith, Special Agency,
NEW YORK and CHICAGO.

**The Favorite Newspaper
in Michigan**

is now, and has been so for 64 years,

The Detroit Free Press

Its constituency is the home circle. It is strong there because it has always been honest, clean, progressive and earnest. It is popular with all and therefore a profitable advertising medium.

The circulation of its respective editions is:

Daily,	-	-	36,323
Sunday,	-		47,331
Twice-a-Week,			100,495

Rates and sample copies on application
to the home office or to

R. A. CRAIG,
41 Times Building, New York City.



At Hudnut's Pharmacy, 201 Broadway, New York, the young man who had sold a packet of Ripans Tabules to a customer, and was asked whether there was much demand for them, said :

"There's nothing in the store which sells as well as Ripans Tabules do. The demand is as regular and steady as for anything we carry in stock."

When asked who seemed to be the best patrons for it, he replied that "young and old, male and female seem to buy them. In fact, they seem to be in general demand. Not only that, but the demand seems to come from all classes, so that it might be called popular or universal. The advertisements seem to create the demand, but their merits back it up. The demand for them is constant and is constantly increasing."

I am the expert

In a recent issue of PRINTERS' INK Mr. Charles F. Jones remarked :

"When everybody is anxious to buy, it does not take a very shrewd merchant to sell goods. Where he shows his skill is in doing business when the other fellow is doing none."

I am in a position to know that my competitors have all had a very dull summer, while I have been booming steadily. On figuring up the month's business for August, I was agreeably surprised to learn that I had received more orders than in any of the previous months since March of this year. The fact of my being busy all of the time only proves that the good-paying printers of the country are awakening to the fact that the long credits given by ink houses are only a farce, as they are paying an enormous rate of interest, simply to secure thirty or sixty days longer to pay the bill. By buying from me and paying cash, they save more than fifty per cent on their ink bills, and at the end of the year they have a clean balance sheet, and are not in the clutches of any ink house.

Send for my pamphlet, "How printers make money on my job inks in quarter-pound cans."

Address

PRINTERS INK JONSON,

8 Spruce St., New York

Why do you think advertisers spend thousands of dollars each year in the

Vickery & Hill List?

We have several customers that each spend about \$10,000 per year and have done so for several years. Our largest customers are those who can trace results, but we have a representative list of the big general advertisers who never buy space, except when they are satisfied that the medium is a good one. How are these? Every one of these advertisers used the

Vickery & Hill List

DURING 1896.

ENAMELINE,

SWANSON RHEUMATIC CURE CO.,
LORING & CO.,

WELLS, RICHARDSON & CO.,

J. C. AYER CO.,

LYDIA E. PINKHAM MEDICINE CO.,

C. I. HOOD & CO.,

WINSLOW SOOTHING SYRUP,

LONDON TEA CO.,

WARNER SAFE CURE CO.,

SCOTT'S EMULSION,

CHURCH KIDNEY CURE CO.,

STERLING REMEDY CO.,

T. A. SLOCUM MEDICINE CO.,

INDIA CEYLON TEA CO.,

HARPER FURNITURE CO.,

HALL'S HAIR RENEWER,

REVERSIBLE COLLAR CO., and many others.

Have you investigated this list? Perhaps you are losing that which would add materially to your profit. Why not ask some one who does know about it?

A CIRCULATION OF 1,500,000 PER MONTH

IS AT YOUR SERVICE.

C. E. ELLIS,

SPECIAL ADVERTISING MANAGER,

401-2-3-4 Temple Court, N. Y. City.

BOSTON OFFICE:

72 International Trust Building,
E. R. GRAVES in charge.

CHICAGO OFFICE:

903-4 Boyce Building,
W. J. KENNEDY in charge.

Experience Comes High.

We make no rash promises to secure contracts—everything is stated exactly as it IS. We give our customers more than their contracts call for invariably, and it pleases them.

Would you prefer to make your contract with parties who promise everything and give you very little, or place your Street Car Advertising where you get more than you buy?

GEO. KISSAM & CO.,
253 Broadway, N. Y.


We have just added to our Brooklyn "L" poster display a run of three-sheet boards. The regular one-sheet stands are being renewed and the service is as usual ahead of any other elevated railroad advertising anywhere.

GEO. KISSAM & CO.

253 Broadway, N. Y.

35 Sands St., Brooklyn.

Buffalo



has one of the finest systems of Street Cars (all electric) in America. The city itself is one of the most thriving, prosperous and enterprising in the United States. A card in the

Street Cars

gets a daily circulation of 120,000 paying passengers, who can read and digest your ad at leisure.

How can you beat it?

Geo. Kissam & Co., 378 Main St., Buffalo, N. Y.

Only One.

There is one advertising agency that is older than any other; that has inaugurated the methods and led the way to every improvement; whose acquaintance with publishers is best established and has been longest maintained; whose ratings and classifications of the newspapers are accepted and acted upon by all advertisers and all other advertising agencies; whose affairs are managed by young men who have passed their entire business life in the service.

If it appears that such an agency can be useful in placing your advertising.

Address

THE GEO. P. ROWELL ADVERTISING CO.,

No. 10 Spruce Street, New York.